

Proceedings, 111th Annual Meeting Medical Library Association, Inc. Minneapolis, MN May 13–18, 2011

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INTRODUCTION

The Medical Library Association (MLA) held its 111th annual meeting in Minneapolis, Minnesota, May 13–18, 2011, at the Minneapolis Convention Center and Hilton Minneapolis. The meeting theme was “*Re-think*.” Total attendance was 1,886 with 406 participating in continuing education. Additional meeting content—including the meeting program and various electronic presentations from business, plenary, poster, and section presentations—can be accessed by registrants via the MLA '11 website. The MLA '11 Conference Community includes links to blog posts, Twitter feeds, and other social networking sites.

WELCOME TO MLA '11

MLA 2010/11 President Ruth Holst, AHIP, FMLA, associate director, National Network of Libraries of Medicine, Greater Midwest Region, Library of the Health Sciences, University of Illinois–Chicago, welcomed members to MLA '11 and started the session with the grand prize-winning video from the Na-

tional Library of Medicine (NLM) contest, “NLM & You: The Video,” in celebration of NLM's 175th anniversary. “James and the Peanut Allergy” was produced by the University of Utah Spencer S. Eccles Health Sciences Library, in collaboration with the University of Utah Biomedical Informatics Department. (All of the videos are available online at www.nlm.nih.gov/news/video_winners.html). President Holst gave an overview of the many opportunities to network and learn at the meeting and invited everyone to the closing reception cosponsored by the Friends of the National Library of Medicine.

President Holst then introduced Past President Mary L. Ryan, AHIP, FMLA, library director, Library, University of Arkansas for Medical Sciences–Little Rock, and Virginia (Ginny) Tanji, library director, Health Sciences Library, John A. Burns School of Medicine, University of Hawaii–Manoa, to present the following resolution from the Board of Regents of the National Library of Medicine:

“Resolution: approved on May 3, 2011; presented on May 15, 2011:

“To thank the Medical Library Association for its efforts to improve access to high quality information for health professionals, researchers, and the public and for its unfailing support of the National Library of Medicine on the occasion of the Library's 175th Anniversary.

“Whereas, the Medical Library Association, with more than 4,000 institutional and individual members, has long been committed to educating health information professionals, supporting health information research, promoting access to the world's health sciences information and working to ensure that the best health information is available to all;

“Whereas, the Medical Library Association fosters excellence in professional achievement, leadership, and significant roles for information professionals in improving health care, biomedical research, health professions education, public health, and disaster preparedness and response;

“Whereas, these information professionals extend the National Library of Medicine's reach through their expert use of the Library's services and programs and their skill in training health professionals, researchers, and the public to access these services;

“Whereas, Medical Library Association members' outreach to local communities creates a bridge between the National Library of Medicine, individual health professionals and the public;

“Whereas, Medical Library Association members have steadfastly supported the Library's budget,



A supplemental appendix with the full abstracts of papers and posters presented at MLA '11 is available with the online version of this journal.

programs, building and space needs and other policy matters through Congressional testimony and visits to Congressional offices;

"Whereas, the Medical Library Association annual meetings and chapter meetings provide important forums for National Library of Medicine and National Network of Libraries of Medicine staff to update members on topics of great importance and to hear members' views and concerns: Now, therefore, be it

"Resolved, that the Board of Regents of the National Library of Medicine commends the Medical Library Association for serving as a vital partner in improving health and health care, a leader in the application of technology to health information services, and a strong advocate for the National Library of Medicine and the public's access to high quality health information. The Board looks forward to continued close cooperation between the National Library of Medicine and the Medical Library Association to fuel innovations and achievements in delivering the best health information when and where it is needed.

"Honorable Bruce R. James, chair, Board of Regents of the National Library of Medicine."

President Holst returned to the podium and congratulated Ms. Tanji on her appointment as chair of the NLM Board of Regents.

President Holst then introduced Claire T. Leibfarth, reference and instruction librarian and liaison, Life and Health Sciences, University Libraries, Kent State University, Kent, OH, who as president of the Midwest Chapter of MLA brought greetings from the Midwest Chapter. Ms. Leibfarth also thanked the members of the Local Assistance Committee (LAC). President Holst then introduced the cochair of the 2011 National Program Committee (NPC), Gabriel R. Rios, deputy director, Lister Hill Library of the Health Sciences, University of Alabama-Birmingham, and Bart Ragon, associate director, Library Technology Services and Development, Claude Moore Health Sciences Library, University of Virginia-Charlottesville, and the cochair of the LAC, Linda A. Watson, AHIP, FMLA, director, Health Sciences Libraries, University of Minnesota-Minneapolis, and Dawn Littleton, assistant professor, Medical Education, Mayo Clinic Libraries, Rochester, MN. Past President Watson, AHIP, FMLA, provided the following welcome: "Having the MLA annual meeting here in Minneapolis is a real privilege and chance to show you 'Minnesota nice' in person. You betcha! The Health Sciences Libraries of Minnesota, Dawn Littleton and I, and our team of intrepid local assistance committee members and volunteers, welcome you to our fair city. We've been awaiting your return to Minnesota for twenty-five years, since you last joined us here in 1986 and before that in 1976 and 1936. Minnesota has a reputation for being progressive in its politics, and our two current senators in Washington, Senator Amy Klobuchar and Senator Al Franken, represent us well. I am honored to have the following video welcome for you from Senator Franken as he recognizes and applauds our mission and our work." After Senator Franken's video welcome, Mr. Rios and

Mr. Ragon took the podium to thank all who helped plan the meeting and showed a video they created with a Star Wars theme to acknowledge those who worked diligently on the 2011 National Program and Local Arrangement Committees. All members of the NPC and the LAC were asked to stand to be recognized.

President Holst thanked the committees for their hard work. She thanked the many valued sponsors for MLA '11, who generously contributed more than \$113,000 to support the meeting. A list of the sponsors can be found at www.mlanet.org/am/am2011/about/sponsors.html. Mr. Rios then introduced President Holst who gave her presidential address.

MLA PRESIDENTIAL ADDRESS: RUTH HOLST, AHIP, FMLA (PLENARY SESSION I)

Ruth Holst, AHIP, FMLA: I want to thank you once again for the opportunity to serve as your president for the past year. I have witnessed a lot of changes during my forty years as a health sciences librarian, and I have to say that the pace of change has accelerated tremendously in those four decades. Of course, nothing has had a greater impact on the way we live and work than the Internet. As librarians, we were early adopters of the Internet because we saw the potential for how it would enhance access to health information and, in turn, enhance the value that we could bring to assisting health professionals to improve the delivery of health care.

I have recently been reading a book by Jeff Jarvis called *What Would Google Do?* (HarperBusiness, 2009). The author points to Google as the company that has been most successful in figuring out how to survive and prosper in the Internet age. Google's founders readily share their philosophy on their website, including their famous "ten things we know to be true." The first item on the list is to "focus on the customer and all else will follow." This seems to me to be a philosophy that also applies to successful libraries. Google has been successful because it is *not* just another portal; it is a network and a platform. It does not try to take over other businesses. It creates tools to solve problems and makes those tools available for free. Jarvis states that by making its tools free, Google becomes a partner with other businesses. I have often been struck by how much of what Google does resembles the work of librarians. They index web pages and create search algorithms to help users find the best match. They organize information and create tools for people to find information. In short, they act like librarians.

As librarians, we instinctively try to connect people with the right information. We organize information, we filter it and synthesize it, and we make it easier to access. To some extent, our skills at making information accessible in a transparent way have made us the invisible profession. We are so good at what we do that no one knows we are doing it. One of our biggest challenges is to figure out how to make sure that the people who rely on us to provide them with the best

evidence know how valuable we are. We need to learn how to promote our value and to find ways to demonstrate the link between what we do and how it contributes to the mission of our institutions.

One of the benefits of being a part of an organization like the Medical Library Association (MLA) is that we can work together to address the challenges facing us. Last year at the 2010 annual meeting in Washington, DC, I asked you to rethink the value that you bring to your organizations and the potential for expanding your roles in that organization. I am delighted to see that so many papers and posters at the meeting are directed at these priorities. At this time, I would like to share with you some examples of efforts that have been made during this past year to address these priorities.

Rethinking our value

My first examples relate to “rethinking our value.” Most of you already know about the *Value of Libraries Study* initiated by the Middle Atlantic Region of the National Network of Libraries of Medicine in partnership with the University of North Carolina–Chapel Hill and with the financial support of the Hospital Libraries Section and several chapters of MLA. The goal of the study is to assess the value of library and information services in patient care. This study updates the study design and methods used in the Rochester study in the early 1990s, incorporating both quantitative and qualitative methods. According to Joanne Gard Marshall, AHIP, FMLA, the study team has just closed the full version of the survey and will soon be analyzing the more than 18,000 responses from physicians, residents, and nurses from 56 libraries that serve 116 hospitals.

Over the past decade, the MLA benchmarking project provided a framework for hospital libraries to gather data in a systematic way to identify benchmarking partners with which to compare their library operations. To date, no formal evaluation of the benchmarking project has been done. However, during this past year, “Rising Star” Rex R. Robison has interviewed leaders of the hospital library community about the impact of the benchmarking project and plans to share his results during the “Rising Stars Open Forum” tomorrow at 2:00 p.m. He found that librarians have to have the time, the aptitude, and the inclination to collect their data, compare the data to other people’s data, ponder the meaning of that comparison, and then make a decision. After all that, they need to consider how to present the results to their administrators in a persuasive way. I encourage you to find out more about his study at the open forum.

The benchmarking project has generated a lot of data for the more than 375 hospital libraries that participated, and the logical next step is to ask what to do with all that data. We also know that the Association of Academic Health Sciences Libraries (AAHSL) has gathered a tremendous amount of data through its annual survey of academic medical center

libraries. The big question in my mind is how can we take the data that have been collected and turn them into a set of metrics that provide meaningful measures of the value that libraries bring to their institutions. This is a topic of keen interest to me as well as to President-Elect Gerald (Jerry) Perry, AHIP, and together we have worked with the MLA Board of Directors to appoint an MLA/AAHSL Ad Hoc Metrics Task Force to explore the feasibility of identifying a “core set of metrics” that would provide a meaningful way for our members to assess value and compare health information practices. I am delighted to announce that Rosalind F. Dudden, AHIP, FMLA—author of MLA’s premier book on *Using Benchmarking, Needs Assessment, Quality Improvement, Outcome Measurement, and Library Standards*—has agreed to chair the task force. Additionally representing MLA on the task force are Rex R. Robison, Karen L. Roth, AHIP, and Stephanie Schulte. AAHSL is represented by Gary D. Byrd, AHIP, FMLA, Gary A. Freiburger, AHIP, Terry Henner, and James Shedlock, AHIP, FMLA.

The Research Section of MLA continues to promote the use of scientific evidence in professional library practice, and the creation and use of scientific evidence is one of the key ways in which librarians can demonstrate the value of the library. A spring 2011 survey by the Research Section found that research plays an increasingly important role in the day-to-day practice of medical librarians. Nearly half of the 642 respondents indicate they read research literature at least weekly, while 58% report having applied research to their practice. Although many respondents cite barriers related to lack of time (65%), lack of employer support (45%), and lack of training (43%), the survey results indicate a very high level of recognition of the value of research in demonstrating the library’s value to stakeholders (74%), guiding and improving practice (74%), and creating new knowledge to improve the profession (72%). A more detailed report on the survey results will be forthcoming. Check the Research Section website for more information. I applaud the Research Section for its continuing efforts to provide mentoring and educational opportunities for MLA members to help us build the capacity for research within our profession.

These examples all demonstrate efforts within the association to document and to continue to expand the valuable contributions that librarians bring to solving problems and supporting decision making related to health care delivery, health professions education, and biomedical research. Before I leave the topic of the value we bring to our institutions and organizations, I would like to mention two recent publications of national importance that highlight the key role that librarians play in the health care community overall. In January, the Agency for Healthcare Research and Quality (AHRQ) published a document on *Finding Evidence for Comparing Medical Interventions*, in which the first item under the key points said that, “A librarian or other expert searcher should be involved in the development of the search.” Then in March, the

Institute of Medicine (IOM) published a consensus report called *Finding What Works for Health Care: Standards for Systematic Reviews*, in which one of the standards for these efforts is to “Work with a librarian or other information specialist trained in performing systematic reviews to plan the search strategy for possible inclusion in the systematic review.” While not activities of MLA, these two publications illustrate increased recognition about the value that librarians bring to health care quality initiatives.

Rethinking our roles

Next, I would like to turn to my other presidential priority, that of “rethinking our roles.” Last summer, I put out a request on the MLA Connections blog asking all of you to send me examples of and stories about new roles that you were taking on outside the traditional boundaries of the library. I would like to share some of your stories, because I think they reflect the versatility and flexibility that librarians bring to their respective employers. Some of these examples have been shared at chapter meetings, while others are new.

The first example comes from Susan Hardee, an Area Health Education Center (AHEC) librarian, who works for WakeMed Health and Hospitals in Raleigh, North Carolina. Some of you have heard this story because I used it at several of the chapter meetings. Approximately five years ago, Susan volunteered to be part of the decontamination team at her hospital. She was an unlikely choice for this but was accepted and fitted out with a decon spacesuit and participated in several decontamination drills. She has only participated in one real incident, but her participation on this team has led to close work with the emergency services administration of the hospital and to their appreciation for the role she can play as an information provider during emergencies. Although an unusual assignment for a librarian, it led to an opportunity for her to get her “foot in the door” with the emergency services department of her hospital. Susan is now working with other libraries in North Carolina to develop a statewide plan.

Lori Winterfeldt is an example of someone who has taken her skills as a librarian and transitioned to a new position in the VA system. Formerly the chief of library services for New York Harbor Healthcare System in Manhattan, she is now the MyHealtheVet coordinator for a group of Veterans Integrated Service Network facilities in New York. In her new role, she promotes the VA’s MyHealtheVet product and coordinates the implementation of secure messaging between providers and veterans as part of a new patient-centered medical home model of care. She will be part of a regional team and will help to bring health care to veterans wherever they are—in their homes, in remote clinics, or elsewhere. She will use her skills as a librarian to bring the latest information to her colleagues regarding virtual health and the patient-centered medical home model.

James Bothmer, AHIP, from Creighton University Health Sciences Library, Omaha, Nebraska, contacted

me to describe how the learning resources center staff members in his library are transitioning into roles as managers and organizers of the Creighton University’s Clinical Assessment Center and Simulation Laboratory. The sim center is in the process of being built to serve the needs of the schools of medicine, dentistry, nursing, and pharmacy, as well as the Medical Center Hospital at Creighton University. The library is considered a neutral partner with no separate agenda and therefore is considered the best unit to manage the daily operations of the interdisciplinary center. The staff will be scheduling and checking out simulators, maintaining simulators and models, negotiating licenses, and running the software for the center.

Beth Layton, AHIP, currently from Northeastern Ohio Universities Colleges of Medicine and Pharmacy–Rootstown, sent me a description of a project from her former place of employment, the University of Florida. Librarians there took on the roles of developer and project coordinator for a project involving brain tumor patients. As part of a team that includes neuro-oncologists, researchers, and a medical educator, the librarians developed a web page and a LibGuide to support the project and helped with focus group interviews to document information needs of health care providers who work with brain tumor patients. This collaboration would not have occurred without the intervention of the health sciences librarians and continues to be an example of the kind of partnerships that librarians can and should be developing in their institutions.

My next example comes from Kay Wellik, AHIP, of the Arizona campus of the Mayo Clinic. A few years ago, Kay took over the role of administrator for the humanities in medicine program for the Mayo Clinic in Arizona. There are four subprograms, including one related to the visual arts, an atrium music series, a creative writing collaboration with Arizona State University aimed at healing through the written word, and a music program for seriously ill patients at Mayo Clinic Hospital. This last program is also done in collaboration with Arizona State University. Kay says that her background in libraries provides a natural connection to the arts and that this extra project “feeds her soul.” She uses her organizational skills and interpersonal skills to coordinate what sounds like a very worthwhile and fulfilling program for the Mayo Clinic.

I recently learned about this last example through one of the MLA discussion lists. Hospital librarian, Linda DeMuro, has been asked to manage the International Scholars Program for the Nationwide Children’s Hospital (NCH) in Columbus, Ohio. This program provides opportunities for physicians and nurses from developing countries to come to NCH for observational and research experiences lasting from several weeks to more than a year. Linda finds that expanding her role has enlarged her knowledgebase and increased her visibility and usefulness to her organization.

All of these vignettes illustrate examples of librarians using their knowledge and skills to expand their roles beyond the walls of library to bring added value to their institutions. Now I want to move on to some activities in MLA that are helping association members to prepare for potential new roles.

Recently, we witnessed the devastation brought on by a series of tornadoes that cut across Alabama and several other southern states, leaving a path of destruction and taking the lives of hundreds of people. Every time one of these disasters occurs, hundreds of first responders go into action, doing the best they can to assist the people who are injured and left homeless or powerless in the aftermath of the storms. If you are one of the people who are eager to help these first responders get access to the information they need, MLA has good news for you. MLA staff members, in conjunction with members of the MLA Continuing Education Committee, are working on the development of a Disaster Information Specialization to address the professional development needs of librarians who see this new role as a potential expansion of their current positions. Similar to the Consumer Health Information Specialization, participants will be offered a series of continuing education courses geared toward helping them acquire the knowledge and skills needed to support their libraries, institutions, and communities in times of disaster. MLA received funding from the National Library of Medicine (NLM) for year one planning and the early implementation stages of the specialization program, and we expect to be pilot-testing at least one new course by the end of this year. The Disaster Information Specialization will be open to all types of information professionals as well as allied health professionals and other who are interested in gaining this knowledge.

Two new special interest groups (SIGs) have been formed since we met last year in Washington, and both are closely related to the new and expanded roles that many of our members are taking on in their respective institutions. The Informationist SIG was established to provide a forum for informationists to share knowledge and experience and to provide professional development opportunities for people who have an interest in working as informationists in the future. This SIG will also look for ways to improve the quality and effectiveness of informationist services in all library settings. Their first meeting will be held on Tuesday at 2:00 p.m. The Translational Sciences Collaboration SIG also proposes to encourage members to share their experiences with translational sciences endeavors and to provide educational opportunities in this area. The group will also monitor legislative, regulatory, and funding trends and, in general, promote a better understanding of translational sciences among MLA members. This new SIG will meet this afternoon at 2:00 p.m.

Before I leave the topic of roles for librarians, I am delighted to announce that the second edition of the *MLA Guide to Managing Health Care Libraries* is now available from MLA's copublisher, Neal-Schuman.

New chapters in the book expand on the definition of health information practice and ways for librarians to incorporate knowledge management strategies into their practice.

Some personal observations

On a more personal note, I want to tell you how much I have enjoyed attending chapter meetings during the past year. Most presidents have found this to be one of the highlights of being MLA president, and my experience was no exception. Let me take you on a brief tour and share some highlights of the cities and chapters I visited. I started my travels in September in Madison, Wisconsin, where I attended the Midwest Chapter meeting. There is nothing quite like a Big Ten college town on the day of the football game to make you nostalgic for your college days. A highlight for me was the keynote by pediatrician and librarian, Dipesh Navsaria, who is a strong advocate for early literacy and often gives parents a "prescription to read" to their children.

The New York-New Jersey Chapter met in early October at the Yonkers Riverfront Public Library on the Hudson River. A highlight of that meeting was the excellent keynote address by Betsy L. Humphreys, AHIP, FMLA, from NLM that outlined the critical roles that librarians can play in support of health professionals and critical access hospitals as they convert to electronic health records and wrestle with how to apply "meaningful use" standards.

Chapel Hill, North Carolina, provided the setting for the Mid-Atlantic Chapter meeting, and I found myself captivated by keynote speaker, Lisa Sanders, who authors the "Diagnosis" column in the *New York Times Magazine* and serves as the advisor and concept developer for the *House MD* television series.

From Chapel Hill, I went directly to Austin, Texas, for the South Central Chapter meeting that featured Red Wassenich, the local librarian who invented the phrase "Keep Austin Weird," as a speaker. This chapter raised more than \$6,000 for scholarships and had a lot of fun doing it, including a karaoke event for which you could pay to hear one of your colleagues sing or pay even more to escape the microphone.

Later in October, I traveled to Newport, Rhode Island, to attend the North Atlantic Health Sciences Libraries chapter meeting, where I got to ride on an old fashioned carousel and eat New England chowder at the opening reception. This meeting featured four plenary sessions on making your library eco-friendly, the impact of the Internet on our lives, an overview of the American Recovery and Reinvestment Act, and practical suggestions for how to work around your information technology (IT) department.

A beautiful resort hotel on Tampa Bay in St. Petersburg, Florida, was the location for the Southern Chapter (SC/MLA) meeting. One highlight was an excellent keynote on mobile access by Megan Fox. The "Rock and Roll Reunion" party provided time for everyone to relax, and the business meeting featured a

Beach Boys tribute band singing “Everybody Come Join Us, SC/MLA.”

In February, I attended a joint meeting in San Francisco of the two chapters that blanket California, Arizona, and Nevada. This chapter meeting offered a wine reception and lots of other opportunities for networking along with three interesting plenary sessions to support their theme to “Sustain Your Self, Your Profession, and Your Planet.” The speakers included a chef, a public library director, and a professor of medicine. These chapter meetings spotlight the talents of local librarians and provide a great opportunity for new members of the association to hone their presentation skills and to participate in a professional association. I urge all of you to support your local chapters and to use them as a way to get new members involved in the association.

Before I finish, I want to say one final word about association activities within the past year. Many of you have made donations to MLA’s Medical Library Disaster Relief Fund, and I wanted to let you know that MLA is partnering with the University of Miami Calder Memorial Library to use those funds to build on the existing relationship and programs already in place with medical libraries in Haiti.

It has been a great year for me, and I want to thank all of the people who supported me during the year, especially my colleagues at the University of Illinois–Chicago Library of the Health Sciences. And thank you to all of you for allowing me to be your leader for a year.

OTHER PLENARY SESSIONS

All plenary session videos and slides are available online to MLA members from www.mlanet.org/am/am2011/events/e_content.html (registrants only). See www.mlanet.org/am/am2011/events/speakers.html for more information about all the speakers.

II. May 15, 2011: The John P. McGovern Award Lecture

Introduction: Gabriel R. Rios, cochair, 2011 National Program Committee, and deputy director, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham

Technology/Media: The Future, Innovation, Business Strategy, Marketing and Sales, Ethics, and Culture: **Clay Shirky**, adjunct professor, Interactive Telecommunications Program, New York University–New York

III. May 16, 2011: The Janet Doe Lecture

Introduction: Ana D. Cleveland, AHIP, regents professor and director, Health Informatics and Houston Programs, Department of Library and Information Sciences, College of Information, University of North Texas–Denton

Breaking the Barriers of Time and Space: The Dawning of the Great Age of Librarians: **T. Scott Plutchak**, AHIP,

director, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham

IV: May 18, 2011: The Joseph Leiter NLM/MLA Lecture

Introduction: Anne M. Linton, AHIP, chair, Joseph Leiter MLA/NLM Lectureship Committee, and director, Himmelfarb Health Sciences Library, The George Washington University, Washington, DC

Lecturer: **Peter J. Hotez**, distinguished research professor, Walter G. Ross Professor, and chair of the Department of Microbiology, Immunology, and Tropical Medicine, The George Washington University, Washington, DC; president, Sabin Vaccine Institute

V. May 18, 2011: Closing Plenary

Introduction: T. Scott Plutchak, AHIP, director, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham

Lecturer: **Geoffrey Bilder**, director of strategic initiatives, CrossRef, Lynnfield, MA

AWARDS CEREMONY AND LUNCHEON

The Awards Ceremony and Luncheon was held on Monday, May 16, 2011. President Ruth Holst, AHIP, FMLA, welcomed attendees and award recipients. After lunch, she began the ceremony by reminding the audience that the purpose of the ceremony was to honor colleagues who have made outstanding contributions to the profession and the association and to recognize their accomplishments. She pointed out that MLA sections annually award and honor section members for their outstanding work in their sections and acknowledged the 2011 MLA section award winners listed on the Section Awards Program.

Ms. Holst, assisted by MLA Immediate Past President Connie Schardt, AHIP, FMLA, then recognized honorees not on the platform. She started with the MLA Librarians Without Borders® grant winner, the Massachusetts College of Pharmacy and Health Sciences–Worcester, who will conduct a workshop to improve access and utilization of HINARI information resources at the Catholic University of Santa Maria, Arequipa, Peru. This grant is supported by FlySheet Med-Informatics and administered by MLA and the International Cooperation Section.

Ms. Holst remarked that 2010 was an exceptional year for members of the health information profession with members from across the world who have excelled in every facet of librarianship and are presented for recognition of their accomplishments. She thanked Kathy Broyles, AHIP, chair of the Awards Committee, and Lilian Hoffecker, chair of the Grants and Scholarship Committee, and all jury members for their time and effort.

Ms. Holst announced that Peter J. Hotez was unable to attend the ceremony but would receive his certificate when presenting the Joseph Leiter MLA/NLM Lecture at the MLA meeting on Wednesday,

May 18. On Sunday, May 15, Clay Shirky, noted Internet consultant, delivered the John P. McGovern Award Lecture and received his award and certificate.

The first award presented was the MLA Award for Distinguished Public Service, an award established in 1988 to honor persons or groups whose exemplary actions have served to advance the health, welfare, and intellectual freedom of the public. This year, MLA was pleased to recognize and honor the Friends of the National Library of Medicine (FNLN) on the organization's twenty-fifth anniversary of promoting and supporting the National Library of Medicine, and for developing and publishing *NIH MedlinePlus*, the magazine, in partnership with the National Institutes of Health (NIH).

The FNLN—a coalition of individuals, medical associations and societies, hospitals, health sciences libraries, corporations, and foundations—is dedicated to increasing public awareness and use of NLM, as well as supporting its many programs in research, education, and public service. The FNLN helps to ensure that the American public has access to NLM resources that can help them make informed decisions regarding their health. The Friends, with NIH, publish *NIH MedlinePlus* in English and Spanish—providing consumers and health professionals with a gold standard of reliable up-to-date health information in a user-friendly format. *NIH MedlinePlus* magazine has been recognized twice by the US Senate to encourage wider distribution of the magazine as a valuable resource for consumers.

FNLN Chairman of the Board and long-time member Donald W. King, Richard Crane Professor Emeritus, University of Chicago, accepted the award and made the following remarks:

"When Carla Funk asked me to come accept this award, I asked her if I should speak for fifteen or twenty minutes. She said to try for five, and when I was talking to the other awardees just now, they told me that you usually don't speak at all—just walk to the podium and smile. So, I'm getting the message and will keep my remarks to a minute.

"On behalf of the Friends of the National Library of Medicine, I'd like to thank the MLA for honoring FNLN and *MedlinePlus* magazine with this award. The Friends of NLM depend on your support to increase the distribution of *MedlinePlus*, so please consider joining the Friends of the National Library of Medicine. I would also like to encourage the MLA, FNLN, and other organizations to continue developing programs that reach out to minorities and encourage minority students to enter health careers. As the populations of African Americans and Hispanics continue to grow in the US, outreach to these groups will keep medical librarianship a current and vibrant profession. Thank you."

Next President Holst recognized the "MLA Rising Stars." In 2010, the Emerging MLA Leaders Task Force, chaired by Carol Jenkins, AHIP, FMLA, piloted the association's new Rising Stars program. The intention of the program is to focus MLA efforts on

bringing librarians into positions of MLA leadership earlier in their careers and engage them in decisions that will affect the future of the association. The first class of Rising Stars was paired with MLA Board members Julia Kochi, Rikke Ogawa, AHIP, Connie Schardt, AHIP, FMLA, and Julia Shaw-Kokot, AHIP, to work on projects that would benefit the association and are being described at an open forum on Monday. The Rising Stars—Karen Hanus, AHIP, Emily Hurst, Robert Johnson, and Rex Robison—were recognized and received certificates onstage.

MLA awards the MLA Scholarship annually to a student who shows excellence in scholarship and potential for accomplishment in health sciences librarianship. This year's MLA Scholarship winner is Karen Gutzman, a student in the Department of Library and Information Sciences program, College of Information, University of North Texas–Denton.

The MLA Scholarship for Minority Students encourages candidates who show excellence in scholarship and potential for accomplishment in health sciences librarianship. The 2011 award is presented to Phill Jo, a student in the Graduate School of Library and Information Studies program, University of Oklahoma–Norman.

MLA is pleased to introduce Satish Munnolli as the Cunningham fellow. Mr. Munnolli is the chief librarian at the Advanced Center for Treatment, Research and Education in Cancer in Mumbai, India. He arrived in the United States in early May and has studied at Memorial Sloan-Kettering Cancer Center in New York City and NLM. He will finish his program at MLA '11.

EBSCO Information Services has generously donated funds to provide up to \$1,000 each for up to 4 librarians new to the profession for travel to MLA's annual meeting and for related expenses. EBSCO/MLA Annual Meeting Grants were awarded to Trish Chatterley, public services librarian at the John W. Scott Health Sciences Library, University of Alberta–Edmonton, Canada; Anna Katherine Crawford, medical librarian at the Health Sciences Library, West Virginia University–Morgantown; Lara Handler, health sciences librarian for the Health Sciences Library, University of North Carolina–Chapel Hill; and Ryan Rafferty, assistant health sciences librarian at the Library of the Health Sciences, University of Illinois–Chicago.

The MLA Annual Meeting Scholarship is an award sponsored by the 2011 National Program Committee to help a medical librarian attend the annual meeting. The 2011 scholarship winner is Montie' Dobbins, AHIP, medical librarian at the Medical Library, Louisiana State University Health Sciences Center–Shreveport.

The David A. Kronick Traveling Fellowship was established in 2001 with an endowment from the Bowden-Massey Foundation. It is awarded annually to an MLA member to cover expenses involved in traveling to three or more medical libraries in the United States or Canada for the purpose of studying a specific aspect of health information management.

Linda Butson, AHIP, from the Health Sciences Center Library at the University of Florida–Gainesville, is this year's fellowship winner. She is helping plan a new consumer health library at the university and will travel to four academic health libraries to gather ideas for services, staffing, and funding for a consumer health and outreach program, thereby expanding the professional knowledgebase for planning consumer health libraries.

The Donald A. B. Lindberg Research Fellowship was established in 2001 with contributions from MLA, MLA members, and other people and companies in the health care community. The fellowship is named in honor of Dr. Lindberg, director of NLM since 1984, in recognition of his significant national and international achievements at NLM, the world's largest medical library. It is awarded annually through a competitive grant process to a qualified health care professional, researcher, educator, administrator, or librarian. MLA established the fellowship to fund research that links the information services provided by librarians to improved health care. Thane Chambers, this year's winner, is a research librarian at the Faculty of Nursing, J. W. Scott Health Sciences Library, University of Alberta–Edmonton, Canada. Her research project will investigate the roles played by academic health sciences librarians in health sciences research.

The Medical Informatics Section of MLA established the Medical Informatics Section/MLA Career Development Grant in 1997. The section awards 1 individual \$1,500 to support a career development activity that will contribute to the advancement of the field of medical informatics. This year's winner is Melissa Resnick, AHIP, National Library of Medicine, Bethesda, MD, who plans to use her grant to take a graduate-level informatics course at the School of Biomedical Informatics, University of Texas Health Sciences Center–Denton.

The MLA Research, Development, and Demonstration Project Grant promotes excellence in health sciences librarianship and information science. This year's winner was Kristine Alpi, AHIP, director of the William Rand Kenan Jr. Library of Veterinary Medicine, North Carolina State University–Raleigh. Through her research, she hopes to answer the question, "Are typical scans in black and white, grayscale or color, or PDF to TIFF conversions viewed as acceptable replacements for original digital articles in radiology and pathology?"

The MLA Continuing Education Award is awarded annually to MLA members to assist with the development of theoretical, administrative, or technical aspects of medical librarianship. This year's winner was Beth A. Lewis, director of library services for the Talbot Research Library, Fox Chase Cancer Center, Philadelphia, PA, where she has worked for over twenty years. Ms. Lewis will use the grant to increase her knowledge in the areas of leadership, management, and technology by taking a course at MLA '11. Her desire to improve her skills and knowledge and thereby become a more effective library leader, director, and mentor is laudable.

The 2011 Virginia L. and William K. Beatty MLA Volunteer Service Award was presented to Kay E. Wellik, AHIP, director of library services at the Mayo Clinic in Phoenix, Arizona. The award recognizes a medical librarian who has demonstrated outstanding, sustained service to MLA and the health sciences library profession. The award is named in honor of Virginia L. and William K. Beatty and recognizes their significant contributions to MLA and the profession as longtime volunteers to the association.

Ms. Wellik has been a member of MLA since 1980 and is a Distinguished Member of the Academy of Health Information Professionals. She has served on a number of national MLA committees and task forces and is a member of several sections. The section she is most involved in is the Hospital Libraries Section, and she has held numerous offices in the section including treasurer, program chair, chair, and past chair, and she has served on several committees. Ms. Wellik is also active in the Medical Library Group of Southern California and Arizona and has helped plan many of their meetings. She has written several articles in peer-reviewed journals and serves on the editorial boards of *Medical Reference Services Quarterly* and the *Journal of Hospital Librarianship*. She is recognized by her peers as "very supportive and encouraging of our professional growth and our go-to resource for all medical searches that stump us, and for names of the key players in MLA who can mentor us."

The Estelle Brodman Award for the Academic Medical Librarian of the Year was established with a gift from Irwin H. Pizer and is given to an association member who has made outstanding contributions to academic medical librarianship as demonstrated by excellence in performance, publications, research, service, or a combination thereof. I am pleased to present the 2011 Estelle Brodman award to Nancy Tannery. Ms. Tannery currently serves as associate director for user services for the Health Sciences Library System at the University of Pittsburgh, where she has initiated a "longitudinal librarian" program for students in the school of medicine where first-year students are paired with a health sciences librarian who provides personalized library assistance throughout that student's four years of medical school. She places high importance on mentoring the next generation of health sciences librarians by collaborating with the NLM-funded biomedical informatics training program in the school of medicine's department of biomedical informatics to offer a traineeship in health sciences librarianship and biomedical informatics.

As coinvestigator for the HealthCAS project, an Institute of Museum and Library Services (IMLS)-funded, three-year project to offer a certificate of advanced study in health sciences librarianship, Ms. Tannery oversees the nine librarians who participate as instructors and works with the students to develop their applied research projects. She has authored or coauthored twenty peer-reviewed articles, along with many abstracts and presentations, and has served on numerous committees at her institution and for

chapter and national associations. In 2009, she was selected to participate in the highly competitive NLM/AAHSL Leadership Fellows Program.

The Lois Ann Colaianne Award for Excellence and Achievement in Hospital Librarianship is given to a professional who has made significant contributions to the profession in overall distinction or leadership in hospital library administration or service; has produced a definitive publication related to hospital librarianship, teaching, research, or advocacy; or has developed or applied innovative technology to hospital librarianship. This year's recipient, Barbara Henry, AHIP, is community health and medical librarian for Christiana Care Health System of Wilmington, Delaware.

A Distinguished Member of the Academy of Health Information Professionals, Ms. Henry has been a medical librarian for over twenty years. She has published and presented extensively—particularly on consumer health, patient education, and health information literacy—and has taught computer skills to community health leaders. Her latest initiative is a project called Cancer Awareness Resources To Go (CART), a mobile cart of library resources brought directly to the patients' bedside for not only the patient but also their families and caregivers. She has also worked with her hospital system to install the GetWell Network and WiredMD, making them directly accessible in patients' rooms. Ms. Henry has given generously and often of her expertise to MLA and has been noted for exemplary service four times by the Hospital Libraries Section. She is currently secretary of the Cancer Libraries Section and chair of the Professional Development Committee of the Hospital Libraries Section, as well as a Section Council representative.

The Lucretia W. McClure Excellence in Education Award was established in 1998 and first presented in 1999, in honor of one of MLA's most respected members. The award recognizes an outstanding educator in the field of health sciences librarianship and informatics who demonstrates skills in teaching, curriculum development, mentoring, research, or leadership in education at local, regional, or national levels. The McClure award was presented to Gale Hannigan, AHIP, from the Medical Sciences Library, Texas A&M University—College Station. Dr. Hannigan's accomplishments in education are numerous: She has developed an evidence-based medicine curriculum for the College of Medicine at Texas A&M and problem-based learning components for the school of rural public health and created two editions of an MLA DocKit, *Informatics in Health Sciences Curricula*. She has taught health informatics in three different venues—University of North Texas School of Library and Information Sciences, Texas A&M School of Rural Public Health, and Texas A&M College of Medicine—and has developed an informatics curriculum into an interprofessional certificate program at Texas A&M Health Sciences Center.

Dr. Hannigan has been an active participant in MLA for almost thirty years at national, regional, and local levels and created or cocreated several MLA

continuing education courses. She is an informatics content reviewer for *Academic Medicine* and an adjunct faculty at the University of North Texas School of Library and Information Sciences. In 2009, she served as chair of the Professional Development Session for the International Congress on Medical Librarianship. She has approximately thirty publications in peer-reviewed journal articles, reviews, and presentations to her credit, and she is committed to mentoring library school students and encouraging them to enter medical librarianship.

The Carla J. Funk Governmental Relations Award was established in 2008 through a contribution from Kent Smith, FMLA, to recognize a medical librarian who has demonstrated outstanding leadership in the area of governmental relations at the federal, state, or local level and who has furthered the goal of providing quality information for improved health. J. Michael Homan, AHIP, FMLA, the winner of this year's award, excels in all of these areas and fully meets all the criteria for this honor. Currently serving as the Mayo Clinic's director of libraries, Mr. Homan's outstanding and groundbreaking career in health sciences librarianship has spanned over thirty years. His contributions to the field, both nationally and internationally, are numerous and significant and will continue to have impact for many years to come.

Mr. Homan has prepared many MLA fact sheets that are heavily used by the Joint MLA/AAHSL Legislative Task Force for distribution to members of Congress, coauthored several statements that were submitted to Congress as part of MLA's Capitol Hill visits, participated in the development and presentation of the "Health Information for All" congressional briefing, and served as a member of the PubMed Central National Advisory Committee. As editor of the *Bulletin of the Medical Library Association (BMLA)*, Mr. Homan promoted publishing journals in electronic format, eventually leading to the *BMLA*, now the *Journal of the Medical Library Association (JMLA)*, being available through open access on PubMed Central. He has also served in turn as member, vice-chair, and chair of the Joint MLA/AAHSL Legislative Task Force; chair of the Governmental Relations Committee; member of the 2008 MLA/AAHSL Ad Hoc Group for Medical Research; president of MLA; and president of AAHSL.

President Holst was pleased to present the National Institutes of Health (NIH) Division of Library Services with the Green Project of the Year Award. This one-time only award was funded by MLA Past President Mary L. Ryan, AHIP, FMLA, library director, Library, University of Arkansas for Medical Sciences—Little Rock, as part of her commitment to foster green initiatives. The library's project, "Greening of the NIH Library," was selected to win this award because it documents the leadership taken by the staff of the NIH Library to apply green principles to everything being done in the library, with emphasis on the renovation of an abandoned smoker's court adjacent to the library into a user-friendly, self-sustaining,

green-compliant roof/terrace. The NIH Library was awarded the 2009 Department of Health and Human Services Green Champion Award for Sustainable Building Design for their green terrace and was recognized for examining all library purchases for sustainability and green principles. The library staff has reduced waste products by 80%, reduced paper usage by 57%, and reduced energy consumption. It serves as an example to other units of the NIH, and its green initiatives have led to the doubling of walk-in traffic for the library, thereby drawing attention to the value of "the library as a place." Terrie Wheeler, chief, Information & Education Services Branch of the NIH Library, accepted the award on behalf of the library.

The Majors/MLA Chapter Project of the Year Award recognizes excellence, innovation, and contribution to the profession of health sciences librarianship by an MLA chapter and is sponsored by J. A. Majors Company. This year's winner is the Medical Library Group of Southern California and Arizona (MLGSCA). The MLGSCA chapter has clearly met all the award's criteria with its initiative, "Using MLA's MegaMeeting for MLGSCA's 2010 Spring CE and Business Meeting." The innovative use of the web conferencing service proved to be effective at increasing participation from membership; allowed the continuing education programming to be extended to a neighboring chapter, the Northern California and Nevada Medical Library Group; provided needed professional development and networking opportunities at low cost during economically challenging times; and gave members flexibility in their participation. The MLGSCA chapter has paved the way for other chapters to try this technology. Chapter President Eileen Wajiki, AHIP, accepted the award on behalf of the chapter.

The Rittenhouse Award is presented annually for the best unpublished paper on health sciences librarianship or medical informatics written by a student in an American Library Association (ALA)-accredited program of library and information studies or a trainee in an internship in health sciences librarianship or medical informatics and is sponsored by Rittenhouse Book Distributors. Mahria Lebow, graduate student, School of Library, Archival and Information Science, University of British Columbia-Vancouver, Canada, received the 2011 Rittenhouse Award winner for her paper, "Looking for Answers: On Screen and Off." The paper showed thoroughness and relevance of bibliographic research by providing a small, but excellent and comprehensive mixture of scholarly journals and government research. In terms of the impact on the field of health sciences librarianship, the paper addresses an important demographic, the elderly, which could lead to an additional study on the subject.

The Thomson Reuters/Frank Bradway Rogers Information Advancement Award is sponsored by Thomson Reuters and recognizes outstanding contributions in the application of technology, to the facilitation of the delivery of health sciences information, or to the science of information. Lei Wang,

instructional design librarian at the Cushing/Whitney Medical Library at Yale University, New Haven, CT, is this year's recipient of the award for his creation of a library of over 150 video tutorials covering topics from EndNote to evidence-based practice to citation analysis and his willingness to share these tutorials, his experiences, and his expertise with others. While online tutorials are not necessarily new or pioneering, the professionalism of Mr. Wang's efforts, the size of the collection, its wide-distribution (there were 60,500 downloads in 2009/10), and his information sharing with over 30 other institutions participating make it quite notable. He received a Yale University Library Standing Committee of Professional Awareness (SCOPA) grant for 2010 in order to develop and test new multimedia production technologies that can allow him to teach tutorial creation and video editing to others.

From time to time, the officers and the Board of Directors see that an exceptional contribution has been made to the profession and the goals of the association and, therefore, elect to give the President's Award recognizing the significant contribution. This year, the award was presented to Susan Starr in recognition of her many initiatives to improve the quality, timeliness, and responsiveness of the *Journal of the Medical Library Association (JMLA)* to MLA members, integrating new technologies into the publication of MLA's peer-reviewed journal. These include an online submission and peer-review system, availability of electronic preprints of articles, and a new electronic data retention policy. Ms. Starr also added a new librarian to serve as an "intern" on the JMLA editorial board.

A highlight of each MLA annual meeting is the Janet Doe Lecture on the history or philosophy of medical librarianship, and this year is no different. T. Scott Plutchak, AHIP, associate professor and director of the Lister Hill Library of the Health Sciences, University of Alabama-Birmingham, delivered the Doe lecture, "Breaking the Barriers of Time and Space: The Dawning of the Great Age of Librarians," on Monday morning.

The Board of Directors has named three association members as Fellows of the Medical Library Association. Fellows are chosen for their outstanding contributions to health sciences librarianship and to the advancement of the purposes of MLA. President Holst then recognized and introduced the three fellows:

■ **Trenton Boyd, AHIP, FMLA:** Mr. Boyd is the head of the Zalk Veterinary Medical Library at the University of Missouri-Columbia, a position he has held since June of 1970, and an adjunct assistant professor, Department of Veterinary Biomedical Sciences. A member of MLA since 1972 and a Distinguished Member of the Academy of Health Information Professionals, Mr. Boyd has had an outstanding career marked by significant contributions, nationally and internationally, to the specific field of animal health and veterinary medical librarianship. He is a founding member of five national and international

veterinary medical library associations including MLA's Veterinary Medical Libraries Section, where he has served twice as chair. His work with the section's International Cooperation Committee resulted in the First International Conference of Animal Health Information Specialists (ICAHIS) held in 1992. Mr. Boyd was coconvener of this conference in 2009 and is on the National Program Committee for the 2013 meeting to be held jointly with MLA and two other organizations in Boston.

Among his notable achievements is the "Basic List of Veterinary Medical Serials" that he began in 1978 and continued to a third edition in 2009. The list has been published in the *Journal of Veterinary Medical Education*, *Serials Librarian*, and *Journal of the Medical Library Association* and is the core list for collection development for veterinary medical serials. It is the benchmark used by the American Veterinary Medical Association for accrediting veterinary medical libraries. He has been called a "true international leader," "the key authority on the veterinary literature," and a "national and international leader in animal health and veterinary medical librarianship."

Mr. Boyd was the recipient of MLA's 2009 Murray Gottlieb Prize for the best unpublished essay on the history of medicine and MLA's 2010 Louise Darling Medal for Distinguished Achievement in Collection Development in the Health Sciences.

■ **Karen Butter, AHIP, FMLA:** Along with her many awards and accomplishments, Ms. Butter can now add Fellow to her list. Ms. Butter is currently university librarian and assistant vice chancellor at the Library and Center for Knowledge Management, University of California-San Francisco (UCSF). In her impressive thirty-eight-year career, she has been a pioneer in scholarly communications and the development of digital archives, most notably the Legacy Tobacco Documents Digital Library, for which she received the 2007 Thomson Reuters/Frank Bradway Rogers Information Advancement Award. This depository of over sixty million pages of tobacco industry documents, an early example of a publicly accessible digital archive, is used worldwide by scholars, researchers, and students.

Ms. Butter has held a number of leadership positions with MLA on the national, chapter, and section levels including election to the MLA Nominating Committee and service on Section Council, the Ad Hoc Committee for Advocating Scholarly Communications, and the Ethics Task Force. She is also a past president of the Midcontinental Chapter. Beyond MLA, she has been a leader in AAHSL, notably as chair of the Scholarly Communications Committee, as a member of the Joint MLA/AAHSL Legislative Task Force, and a current member of the Chicago Collaborative, a publisher/librarian liaison task force. In addition, Ms. Butter is recognized as a leader in the UCSF community, especially in the area of scholarly communications, where she has chaired and served on a number of committees dealing with issues such as licensing and author rights.

Ms. Butter currently sits on the Alameda City Library Board, another example of her wide-ranging leadership roles and dedicated public service. Ms. Butter's CV lists a number of scholarly publications, conference presentations, and over fifteen state and federal grant awards, all speaking to her impressive scholarship. She has a stellar reputation among her peers of all kinds: librarians, university colleagues, and organizational leaders. Her long and varied career, dedicated scholarship, and wide-ranging grasp of professional issues have earned her the highest respect.

■ **Lynn Fortney, FMLA:** Ms. Fortney has been director of the Biomedical Division of EBSCO Information Services and vice president of EBSCO Industries since 1989. Previously, she held the positions of acting director and associate director at the Lister Hill Library of the Health Sciences at the University of Alabama-Birmingham and chief medical librarian and medical reference librarian at the College of Community Health Sciences, University of Alabama-Tuscaloosa. Her thirty-seven-year career has thus blended the worlds of medical librarianship and publishing. Her significant leadership in MLA includes service as a member of the Board of Directors and the MLA Nominating Committee, chair of both the Collection Development and Research Sections, and chair of the Southern Chapter of MLA, where she has held a number of other positions. Ms. Fortney also served as the first chair of the Alabama Health Libraries Association.

One of Ms. Fortney's most significant accomplishments is the development of the annual *Index Medicus* price study, published in *Serials Review*. This publication is a mainstay for medical librarians preparing collection development plans and writing budgets. This tool garnered her the first Daniel T. Richards Prize from the MLA Collection Development Section in 1999. She was also the instructor for the MLA continuing education course, "Marketing Library Services," 1989-1994, another example of being a bridge between the library and publishing worlds—and that is an outstanding accomplishment in itself. Ms. Fortney also has a long and impressive record as an invited speaker at professional meetings from Idaho to Hong Kong to Poland and was the keynote speaker for the Australian Library and Information Association "Specials" Conference in Melbourne in 2001, where she presented a well-researched discussion of the Medical Library Association. Ms. Fortney is described as a natural leader and an outstanding member of the profession, who has devoted an enormous amount of energy for over three decades to the association and its members.

The highest honor that the Medical Library Association confers on any individual is the Marcia C. Noyes Award. We have come to the place in today's awards program for presentation of that special distinction. Sherrilynne Fuller, FMLA, last year's Noyes Award winner, from the University of Washington Center for Public Health Information, introduced this year's recipient:

"The Marcia C. Noyes Award, MLA's highest honor, is named for a most remarkable woman, the librarian for fifty years of the Medical and Chirurgical Faculty of the State of Maryland, a founding member of MLA whose numerous contributions to the profession are remembered today through this award. I am delighted to introduce my colleague and friend, Carol G. Jenkins, AHIP, FMLA, this year's recipient of the Noyes award. Carol's MLA accomplishments and contributions are numerous: president, Board of Directors (*twice!*), Nominating Committee, Fellowship and Honorary Membership Jury chair, National Program Committee, and many others. Carol has been recognized by her colleagues in the Mid-Atlantic Chapter as Librarian of the Year and by MLA as a Fellow. As director of the University of North Carolina (UNC) Library since 1984, she has served as a role model for innovation and creativity in the development and delivery of health information programs and services. She has been a mentor to many, including participating several times as a mentor in the NLM/AAHSL Fellows program.

"The title of Carol's MLA inaugural address 'Practical Magic' is an illustration of her approach to all she does—Carol is grounded in reality and pragmatism while always leading toward a future vision of excellence with strength and grace—and yes, magic! Lucretia W. McClure, AHIP, FMLA, described Carol this way at the time of Carol's election to MLA fellowship: 'Carol Jenkins is a leader in every sense of the word. She has vision and the ability to take risks to follow that vision.' Joanne Gard Marshall, AHIP, FMLA, in her presidential biographical sketch of Carol said: 'quiet elegance, a strong vision for the future of the profession, and a pleasant but persistent way of getting things done are the qualities that first come to mind when I think of Carol G. Jenkins.'

"The words of Thomas Keyes's, himself a Noyes recipient, description of Marcia Noyes accomplishments can equally be applied to Carol: 'The profession will always be in her debt, not only for her many contributions to the Association but also for her gracious way of life which she transmitted to the librarians who came into her sphere.' The criteria for this award—lasting, outstanding contributions to health sciences librarianship—certainly sum up the career of this year's recipient. MLA presents its highest honor, the Marcia C. Noyes Award, to Carol G. Jenkins."

President Holst presented the 2011 Marcia C. Noyes recipient, Carol Jenkins, and invited her to the podium where she gave these remarks:

"Thank you for this great honor. Like previous Marcia Noyes Award winners, I looked back to review her accomplishments that led to this award named in her honor. I was reminded of her contributions to the medical society of Maryland and to MLA. She was called a 'revitalizing force' who helped to shape our profession and, by her example, stressed the importance of planning for our future.

"I am in such good company, I am star struck! There have been forty-eight Noyes award winners

since 1949. Many of these winners are people I have considered to be my MLA heroes: people I knew only by reputation like Janet Doe and Eileen Cunningham and others like Louise Darling, Sam Hitt, and Estelle Brodman. These people I knew, and they influenced me greatly by their leadership examples, as did others who are fortunately still among us—like Lucretia W. McClure, AHIP, FMLA, Nina W. Matheson, AHIP, FMLA, and Nancy Lorenzi, AHIP, FMLA. Their legacy, along with Marcia Noyes's, makes me even more proud to have played a role in shaping our future leadership throughout my almost four decades as a medical librarian and MLA member; and recently through my roles with the AAHSL Future Leaders Program and MLA's new Emerging MLA Leaders Program.

"My provost and former boss at UNC once complimented me on being committed to, as he put it, 'giving back to my profession.' He noted that he did not often see that value demonstrated by faculty in other academic disciplines. But I know that I am not alone; I am not even unusual, in having that commitment. Just look at all of the people we have honored here today for various accomplishments that taken together make us a stronger and more vital profession. Professional service is a cornerstone of MLA's value, and it is something that each of us feels and acts upon in our own ways. I am very grateful to MLA for helping to nurture and support those values in me and for giving me opportunities to 'give back to my profession' even a little bit. I also know that there are lots more deserving award winners out there in the audience who share that commitment to our profession. I intend to do my part to see that you are nominated for awards and recognized for your contributions.

"I will treasure this award for a lifetime, and it will help me remember the lasting contributions of Marcia Noyes and those who came after her to ensure that medical librarianship prospers under our future leaders. I have great expectations for us as a profession of 'game changers.' Thanks to each of you for this recognition, for your support, and for all you have given and will give to MLA."

President Holst concluded the session with the following statement: "Each year, the Awards Ceremony and Luncheon reminds us of the outstanding accomplishments our peers have made to the profession of health sciences librarianship. It simultaneously provides the encouragement to continue striving to new levels of achievement. In recognizing these individuals, we applaud the 'best and brightest' in the field. This concludes today's presentation, and I thank you for joining me. Please enjoy the rest of the meeting."

BUSINESS MEETING I

Sunday, May 15, 2011

President Ruth Holst, AHIP, FMLA, opened Business Meeting I at 3:00 p.m. by introducing MLA Executive

Director Carla J. Funk, CAE, Hon. FCLIP. Ms. Funk presented the members of the 2010/11 MLA Board of Directors: President Ruth Holst, AHIP, FMLA, President-Elect Gerald (Jerry) Perry, AHIP; Immediate Past President Connie Schardt, AHIP, FMLA; Treasurer Jane Blumenthal, AHIP; Secretary Cynthia Henderson, AHIP; Chapter Council Chair Julia Shaw-Kokot, AHIP; Section Council Chair Judy Burnham, AHIP; and Directors Marianne Comegys, Julia Kochi, Kathleen Ann McKibbin, Beverly Murphy, AHIP, and Rikke Ogawa, AHIP; appointed officers: Parliamentarian Lucretia W. McClure, AHIP, FMLA, Sergeant-at-Arms Linné Girouard, AHIP; *MLA News* Editor Linda M. G. Katz, AHIP; and *Journal of the Medical Library Association (JMLA)* Editor Susan Starr. Ms. Funk announced Linda Katz's last year as *MLA News* editor and presented a plaque in her honor.

President Holst then asked attendees to join her in a moment of silence to honor the memories of a number of valued MLA members who had died during the past year. A video displayed names and photographs of Tom Alexander, Gilbert J. Clausman, AHIP, FMLA, Janet C. Clinton, AHIP, Linda V. Frank, Ruth Hoffenberg, Cynthia Kahn, AHIP, Ann Hodge Macomber, AHIP, FMLA, Priscilla M. Mayden, AHIP, FMLA, Locke J. Morrissey, Dorothy M. O'Brien, Jocelyn Anne Rankin, AHIP, FMLA, and Jessie Frances Richardson. Audio clips from the oral histories of Mr. Clausman and Ms. Mayden were shared.

President Holst then returned to the podium to recognize the vital role of the 13 MLA chapters across the country, the 23 MLA sections, and the 20 special interest groups (SIGs). She also acknowledged the committees, task forces, and allied representatives. Since the 2010 annual meeting, 353 new members have joined the association, and those who had joined MLA since the last annual meeting were invited to stand and be recognized.

President Holst called to order Business Meeting I of MLA '11 and asked if the quorum of 250 of the voting members required for transaction of business was present. After Sergeant-at-Arms Girouard confirmed that 302 members were present and represented a quorum, the president called on Secretary Henderson to move adoption of the Rules of Assembly. Ms. Henderson explained the Rules of Assembly and stated they are available in the *Official Program*. At the direction of the Board of Directors, she then moved that the Rules of the Assembly be adopted. Voting paddles were raised, and there being a majority in the affirmative, the rules were adopted. Ms. Henderson noted that the agendas for the 2011 business meetings were on pages 22 and 31 of the *Official Program*. Then, by direction of the Board of Directors, she moved that the agendas for the 2011 business meetings of MLA be adopted. The vote was affirmative, and the agendas adopted.

President Holst announced that in November 2010, ballots for MLA's election of 2011/12 officers, Board of Directors, and Nominating Committee were sent

electronically or by postal service to all 3,382 eligible MLA voting members. Of these, 1,269 valid ballots were returned, a participation rate of 37.25%.

On December 8, 2010, the election results were certified by Survey and Ballot Systems of Eden Prairie, Minnesota, MLA's election contractor. Election results were announced in the December 16, 2010, issue of *MLA-FOCUS* and in the February 2011 issue of the *MLA News*, and complete election results, including vote totals, are published in the 2010/11 Annual Report, which is available on MLANET. Election Results: President-Elect Jane L. Blumenthal, AHIP. Board of Directors (three-year term): Michelle Kraft, AHIP, Gabriel R. Rios, and Joy Summers-Ables, AHIP. Nominating Committee: Margaret (Peg) Allen, AHIP, FMLA, Janet L. Cowen, AHIP, Melissa De Santis, AHIP, Rosalind F. Dudden, AHIP, FMLA, Patricia C. Higginbottom, AHIP, Joanne Gard Marshall, AHIP, FMLA, Mary Fran Protsman, AHIP, Melissa Rethlefsen, AHIP, and Patricia L. Thibodeau, AHIP, FMLA. Connie Schardt, AHIP, FMLA, MLA's 2010/11 immediate past president, will chair the 2011/12 Nominating Committee. In an election held in May 2010, Ysabel Bertolucci, AHIP, was elected the Chapter Council liaison to the MLA Board for a three-year term from 2011 to 2014.

President Holst then called on Jane Blumenthal, AHIP, to present the Treasurer's Report.

Jane Blumenthal, AHIP: Like many other associations, MLA continues to feel the effects of the downturn in the economy, just as many of us do in our home institutions. Despite the best efforts of the MLA staff and board, ongoing cost reductions, and conservative financial practices, the association ended 2010 with a general operating deficit of a little over \$183,000. The MLA Board and staff have continued to cut expenses by reducing staff positions, eliminating MLA's outside consultant arrangements, and adopting virtual technologies to manage programs and accomplish the same tasks at lower cost.

The deficit is smaller in 2010 than it was in 2009, and those of you who have read the Treasurer's Report on MLANET will see that the deficit amount now projected for 2010 has been adjusted downward even since that report was written, based on the preliminary audit results. The reserve fund has covered both years' deficits, as it was intended to do. As a result of all these efforts, MLA's budget for 2011 has a projected surplus of \$1,815. However, this is an extremely small margin on a budget with a total value of nearly 3 million dollars. By policy, MLA must operate within the limits of its revenues and must maintain a reserve fund equal to 30% of the annual operating budget.

The budget advances the association's priorities for 2011, such as implementing new technologies to connect members and enhance benefits. The association is expanding its social networking activities, supporting virtual meetings, and developing more e-learning activities. New features of the association management system will allow members to keep their own portfolios for the Academy of Health Informa-

tion Professionals and for other purposes, as well as allow section and SIG officers more timely information about and access to their members. The budget provides for improvements requested by members for the MLA annual meeting, such as a new online scheduling application, online access to an improved library of videos and audio with synchronized PowerPoint, and availability of both scheduling and content on smart phones and other mobile devices.

Dues revenue is one of the major sources of financial support to advance these priorities. At the October 2010 MLA Board of Directors meeting, the board approved a proposed dues increase to be presented to the membership for a vote at the 2011 annual meeting. This action was taken only after careful consideration of the association's overall financial position and a review of the steps already taken to reduce expenses.

This proposal will be presented at the Business Meeting II on Tuesday. There will be an open forum to discuss the proposed dues increase Monday afternoon at 2:00 p.m. The location and details are available in the program and in the online meeting planner. For more information on the dues increase, please see the article in the March issue of the *MLA News*. Information on the financial statements and the full Treasurer's Report are available in the Annual Report section of MLANET. Thank you.

Next President Holst called on Ms. Funk to present the Executive Director's Report.

Carla J. Funk, CAE, Hon. FCLIP: Rethink: I can't think of a better theme for this year's annual meeting, because that is what we, at headquarters, have been doing for not only the last year, but probably the last year and a half. MLA has been very successful in meeting normal challenges over a number of years, but today, we all know we are not living in normal times. The times have demanded that not only MLA, but also our sister associations, make major changes in the way we meet our members' needs to stay relevant in today's competitive environment, doing more with less.

In spite of our financial challenges that Jane just talked about, we have still managed to introduce new products and services in 2011. For example, we have received \$225,000 in grant and contract funds this year to carry on some of our work. We have renewed our management contract with the Association for Library and Information Science Education (ALISE) for another 3 years, providing an additional revenue stream for us.

In the area of continuing education, the National Library of Medicine (NLM) recently announced our successful partnership, incorporating the National Training Center and Clearinghouse database into MLA's Educational Clearinghouse that is available to all on MLANET, and by that, I mean the public and members. Ruth has already discussed the Disaster Information Specialization earlier today, another cooperative effort between NLM and MLA. Also at this meeting, we have expanded the number of continuing education (CE) courses that are being offered virtually, a program that we piloted at last

year's annual meeting. That was successful, so we have expanded it, and we will probably continue. This fall, we are going to experiment, offering some webinars on important CE topics as another way to bring CE to your desktop.

In the area of advocacy, we ended our long-time relationship with the Health and Medicine Council, our Washington, DC-based lobbyist. Through members' and staff member Mary Langman's efforts, as well as close relationships with the American Association of Law Libraries (AALL) and the Association of American Medical Colleges (AAMC), the Joint MLA/AAHSL Legislative Task Force had very successful Capitol Hill visits in March of this year, educating Congress about the value of NLM to the health care community and the public. We will continue to foster and expand these relationships in order to support our successful governmental relations program. At this meeting, there is an open forum on scholarly publishing issues to keep our members informed, in addition to our annual legislative update, which I hope you are all able to attend.

National Medical Librarian's Month celebrated its tenth year in its present form in October 2010, with a focus on health literacy. This year, we featured videos for members on MLA's new YouTube channel. For the first time, we held a National Medical Librarians Month theme contest for the 2011 poster, and that was won by Carolyn Paul, AHIP, with the theme, "Medical Librarians: Your Ultimate Search Engine." Also, thanks to Carolyn, three more MedSpeak brochures have been translated into plain language, including heart disease, breast cancer, and eye disease. And all of these items should be available in your meeting bags. We also have them at the MLA Connection Booth in the exhibit hall. All of MLA's MedSpeak brochures were recently featured on General Electric's Healthymagination blog that goes out to all their employees, so we were happy with that. Finally, we redesigned all MLA brochures this year for consistency and branding, which many of you saw at the fall 2010 chapter meetings.

MLA staff also supported MLA units and chapters, providing services for six surveys on topics varying from the Cunningham fellowship to the *MLA News* Readership Survey. A retrospective list of surveys can be found at www.mlanet.org/research/.

Since the last annual meeting, four MLA books have been published by our copublisher, Neal-Schuman, including: *The MLA Master Guide to Authoritative Information Resources in the Health Sciences*, editor-in-chief Laurie L. Thompson, AHIP, and associate editors Esther Carrigan, AHIP, Mori Lou Higa, AHIP, and Rajia Tobia, AHIP; *The Medical Library Association Guide to Managing Health Care Libraries*, edited by Margaret Bandy, AHIP, FMLA, and Rosalind Dudden, AHIP, FMLA; *The Medical Library Association Guide to Finding Out About Complementary and Alternative Medicine*, by Gregory Crawford; and *Fundamentals of Government Information: Mining, Finding, Evaluating, and Using Government Resources*, by Eric Forte, Cassandra Hartnett, and Andrea L. Sevetson.

Also, our social media efforts continue to expand, with the launch of our Facebook and LinkedIn pages.

MLA's Librarians Without Borders® (LWB) e-library training programs continue through the generous support of the Elsevier Foundation. This year, the Health InterNetwork Access to Research Initiative (HINARI) "HINARI Access to Research in Health Programme: Train the Trainers Course" and "HINARI Access to Research in Health Programme: Short Course" that Lenny Rhine, FMLA, our coordinator, has developed, are now available on the LWB website. J. Michael Homan, AHIP, FMLA, and I gave a presentation on the program at the International Federation of Library Associations (IFLA) meeting in Gothenburg, Sweden, last August, discussing the history of MLA's international activities and the LWB program's success. Hopefully, this paper will be published sometime in 2012. We also, through the International Cooperation Section, gave our third annual LWB grant, thanks to the generous support of FlySheet Med-Informatics, to the Massachusetts College of Pharmacy and Health Sciences—Worcester, to conduct a workshop to improve access and use of HINARI information resources at the Catholic University of Santa María in Arequipa, Peru.

We are also continuing to increase virtual access to CE opportunities—the annual meeting and to each other—through virtual meeting software. MLA staff member Kate Corcoran will be providing an open forum on the MegaMeeting software on Monday afternoon, and to date, MLA CE instructors, sections, and chapters have used this software for virtual classes, virtual meetings, and other virtual things, saving both time and money for all of us.

We continue also to add enhancements to the association management system (AMS), with features requested by membership. Over the summer, MLA will inaugurate several improvements to the AMS. The first is a modification to menus and submenus to enable MLA members to combine, clarify, and simplify member menus within your accounts. There is an example of what this is going to look like. The slides can be found at www.mlanet.org/am/am2011/events/e_content.html (registrants only). This should make it easier for you to both renew and access key new features. This is a screen shot, as I said, of the first iteration to give you an idea of some of these changes. And this is going to be real crazy; all I have is a lot of screen shots, but this is to drive you into the exhibit hall to go look at the MLA Connections Booth, where you can really see these up close and personal.

The second is an enhancement of member profiles, with additional expertise areas and mentoring options. Members can now enhance their member profile using the extensive list of expertise areas based on MLA's current mentoring database. This database was expanded with the assistance of the Technology Advisory Committee and Professional Recruitment and Retention Committee. Mentoring information has also been expanded in the members' area, allowing all members to add mentoring options to their profiles. Before, the mentoring database was

just simply an Internet-based website or website database. Now it is linked with our membership system. So there is a closer link, and you can get more information for people who want you to have it. This modification will also expand the online member directory, so that members can search for colleagues in those expertise or mentoring areas. For those students, new professionals, or others entering the profession who are not yet members, staff will be able to use the directory to find mentors for them as well.

The third area concerns document sharing and storage for MLA units, and I talked a little bit about this at chapter and section council meetings. While blogs and email discussion lists are excellent for sharing and discussing, new committee members and section leaders do not always have easy access to annual reports, meeting minutes, and other background documents without a lot of searching sometimes. Through the AMS, any leader on an MLA committee or the elected or appointed leaders of a section, SIG, or other MLA unit will have the option of storing unit documents. Any member of a committee or the leaders of other MLA units will be able to upload relevant files for other users to view and download, so it hopefully will provide an easy way to exchange documentation.

The final—but probably most important enhancement—will be a move toward a more electronic Academy of Health Information Professionals. The first stage in this process will be to provide all members with the opportunity to record, in an online "transcript" or "portfolio," their credits and educational activities. Once you have entered your credits, you then have an opportunity to upload any documentation: CE certificates, electronic journal cover pages, author agreements, book cover pages, journal article cover pages, and so forth that match your transcript documentation. We will have demonstrations of all of these enhancements at the MLA Connections Booth in the exhibit hall.

As part of our rethinking, we have also reassessed the endowment fund that supports both the MLA awards and grants and scholarships programs. This fund has grown from about \$240,000 in 1992 to over \$1 million today thanks to donations from members, vendors, and others. Also, over this time frame, we have added 10 new awards and grants and scholarships opportunities to our program. Through this endowment, and in keeping with MLA's nonprofit mission, MLA has the ability today to annually award about \$50,000 for educational and research purposes, if all awards and grants and scholarships are given. Over 30% of MLA members serving on committees and task forces serve on those that support the awards and grants and scholarships program. Due to staff changes and other considerations, the responsibility for the awards and grants and scholarships activities has been shifted to the executive director's office to continue to oversee the development of these important programs.

What other changes have we made at headquarters? First, we have reorganized headquarters, cutting Lisa Fried's and Evelyn Shaevel's positions from the staff. Kathleen Combs is now MLA's director of

professional development, and Debra Cavanaugh is our continuing education coordinator. Kathleen has taken over responsibility for MLA's credentialing program and the academy. About 32% of MLA's members are currently academy members, and the Credentialing Committee proposed revisions to academy membership to the MLA Board at this meeting to provide ways for people to continue to be members of the academy even if they have moved out of the traditional health sciences library setting. Mary Langman and I constitute the executive director's office and, as I mentioned, have added the management of the awards and grants and scholarships program to our department. Also, human resources responsibilities have been shifted to Ray Naegele as part of the finance and administration department.

We have also changed several of our outside vendors in the areas of annual meeting planning and audiovisual (AV) services, finding different ways to get the job done while saving MLA money. Tina Vickery has taken over from Brenda Dreier providing meeting planning services, and PRG is our new AV company. We are happy to welcome our new partners.

We do have two staff milestones to celebrate this year: Tomi Gunn, manager of membership services, will celebrate fifteen years of service with MLA, and Debra Cavanaugh, continuing education coordinator, will celebrate ten years with us. I want to thank them for all of their hard work on behalf of the association and its members, and all of the MLA staff for their support and extra effort during this most challenging year!

We will continue to reexamine and rethink the way we do business, making effective use of technology to save both time and money and to provide enhanced services for the membership as we continue through 2011 into 2012. We thank you for your support and special thanks to MLA President Ruth Holst and the MLA Board during these "new normal" times both for the profession and for the association. Thank you!

President Holst returned to the podium and moved on to the next order of business, the annual report. In the interest of time, she received the annual reports in a block. The informational reports of the appointed officials, the councils, the committees, the representatives, the chapters, and the sections are found in the 2010/11 Annual Report of the Medical Library Association. These reports are posted on MLANET and are available to everyone there. They will remain available on MLANET throughout this year. They are also available in paper copy from the executive director's office by request. There being no corrections or objections from members, the reports were filed as presented. President Holst then adjourned Business Meeting I.

BUSINESS MEETING II, PRESIDENTIAL INAUGURAL ADDRESS: GERALD (JERRY) PERRY, AHIP, AND MLA '12 INVITATION

Tuesday, May 17, 2011

President Ruth Holst, AHIP, FMLA, welcomed everyone and called the morning's session to order.

A quorum of voting members was present. She announced they would reconvene MLA Business Meeting I to continue discussion and take action on the proposed dues increase. President Holst then introduced Jane Blumenthal, AHIP, MLA treasurer, to give a brief report of the May 16 open forum and present the motion.

Jane Blumenthal, AHIP: One of the points raised at the open forum was the overall economic situation and its impact on libraries, especially hospital libraries, and the overall decline in institutional support. The board did consider this when making its recommendation, and the recommendation was not made lightly. However, the board is responsible for the overall financial situation of the association and is taking the action that it believes is in the best interests of the association and its members.

We were asked what steps had been taken to reduce expenses. MLA headquarters has eliminated three permanent, full-time positions in addition to all temporary positions. Outside contracts for public relations and governmental relations were not renewed. Travel funds were cut, and face-to-face meetings have been replaced by virtual meetings, including meetings of the board.

There were questions about the amount of the increase. The dues will go up \$15.00 in 2012 and \$15.00 in 2013, if approved. This is a 9% increase in 2012 and an 8% increase in 2013. The last dues increase was approved in 2004, and our dues remain lower than those of most other similar associations. Dues categories for students, new members, and members with a salary less than \$30,000 also increase, but by a small amount: \$5.00 for students, \$10.00 for the other 2 groups.

There was concern that the dues increase would result in a loss of members. Generally, when associations raise dues, the membership drops 5%–10% immediately, but it recovers in a year or two. MLA's membership fluctuates from year to year, in any case, depending in part on the city where the annual meeting is located. "What will members get for the dues increase?" was asked:

- additional face-to-face classes converted to web-based learning
- more virtual access to the online meeting content
- online and mobile scheduling apps for the annual meeting
- new features of the association management system that will allow members to keep their own portfolios for the Academy of Health Information Professionals and other purposes, and will allow section and SIG officers more timely information about and access to their members
- a content management system for MLANET, which will make it easier for chapters, sections, and committees to create, maintain, and update their websites, and provide the membership as a whole with more accurate and timely information
- continuing leadership development activities like the Rising Stars program and continued advocacy for the profession and for members

I move that the Medical Library Association members' dues be increased as follows, effective January 1, 2012. For individual members in the category of regular membership, the amounts would be: regular members, \$180 in 2012, and \$195 in 2013. Regular member with an annual salary less than \$33,000 in 2012, \$110, and with an annual salary less than \$35,000 in 2013, \$120. Introductory member, \$120 in 2012, and \$130 in 2013. Affiliated member: \$110 in 2012, and \$120 in 2013. International member: \$120 in 2012, and \$130 in 2013. Student member: \$45 in 2012, and \$50 in 2013. Emeritus member: \$70 in 2012, and \$75 in 2013. For institutional members, the amounts would be budgets up to \$199,000, \$275 in 2012 and \$295 in 2013. Budgets between \$200,000 and \$699,999, \$455 in 2012 and \$485 in 2013. Budgets above \$700,000, \$645 in 2012 and \$695 in 2013.

There is no second needed for this motion, as it comes from the MLA Board. Thank you.

President Ruth Holst, AHIP, FMLA: The question is on the motion that the Medical Library Association's dues be increased beginning January 1, 2012, and that the actual amount of the increase be as presented by Ms. Blumenthal. Before opening the floor for discussion, I would remind the membership that the Rules of Assembly limit discussion to two minutes per speaker. No speaker may have the floor twice on the same question until all who wish to speak have spoken. A member wishing to speak a second time is limited to one minute.

The timekeepers will time all discussion and hold up a paddle to signify when the two-minute limit is up. Speakers may not yield the floor to another person. The chair will recognize speakers. When you approach the microphone, please state your name, institution, city, and state.

Is there any discussion on the motion? Hearing none, it has been moved that the Medical Library Association's dues be increased effective January 1, 2012, and that the actual amount of the increase be as presented a few minutes ago.

Hearing no objection, the sergeant-at-arms will take the count. Those in favor of a motion to increase the dues, raise your paddles: 520 in the affirmative. Thank you. Those opposed, raise your paddles: 93 opposed. Thank you. The motion is adopted.

Is there any other new business to come before the assembly? If not, we will move on with our agenda. Before I move on to recognizing retiring board members, I just wanted to let you know that that delightful video you saw this morning was produced by the Schusterman-Benson Library of the University of Oklahoma-Tulsa. I apologize that I failed to recognize them when I announced the video.

President Holst then recognized and thanked the retiring MLA Board members, Judy Burnham, AHIP, Julia Kochi, and Beverly Murphy, AHIP. They were presented with certificates as tokens of respect and gratitude for work well done. Next, President Holst expressed her sincere gratitude to Connie Schardt, AHIP, FMLA, president of MLA for the 2009/10 association year. Highlights of her presidency include

establishing the Emerging MLA Leaders Program; creating a virtual conference community for those members not able to attend; and using web-based video conferencing as an option to replace face-to-face meetings for the board, MLA committees, and other association units. She was presented with a plaque and certificate.

The new members of the MLA Board of Directors—Jane Blumenthal, AHIP (President-Elect) and Directors Michelle Kraft, AHIP, Gabriel Rios, and Joy Summers-Ables, AHIP—were welcomed and introduced. Ysabel Bertolucci, AHIP, elected as the Section Council liaison to the MLA Board in an election held in May 2010 was also introduced.

Incoming President Gerald (Jerry) Perry, AHIP, presented Holst with the presidential cup and congratulated her on an outstanding year on behalf of the association. President Holst proceeded to introduce Incoming President Perry, 2011/12 MLA president, and director, Health Sciences Library, Anschutz Medical Campus, University of Colorado-Denver, Aurora, CO, who delivered the inaugural address, "Gamechangers."

INAUGURAL ADDRESS: "GAMECHANGERS"

Gerald (Jerry) Perry, AHIP: Standing here before you this morning, I am reminded of my first job as a reference librarian at the Library of the Health Sciences at the University of Illinois-Chicago (UIC). That was back in 1986. I am thinking about my first day on the job. I was hired at the same time as Susan Thompson, a brilliant librarian and a person who has over the years proved to be one of my dearest and best friends. Like all new hires, we were wondering what we had gotten ourselves into, which is not a reflection on UIC! Rather, it was the wonderment you experience at the start of something new. At the time, I never would have imagined that I would have the great fortune to stand here today. I am very proud to have been elected as the association's incoming president, I am still in a state of wonderment about my fate, and I am very excited by and confident in the year ahead. And, I promise you, it is going to be quite a year.

I wonder how many speeches have started out quoting Dickens, "It was the best of times, it was the worst of times." The last thing I would like said about this speech is that it was all cliché, but really, it is hard to imagine such a wondrous but also challenging time. In my pocket, I have my Droid 2, which I call "Precious" and with which I can review my calendar, send an email to my boss, find a restaurant and rate it on Urbanspoon, take a video of everyone here and post it to Facebook, and shop for some awesome vintage Alice Cooper vinyl. I am a dilettante when it comes to the technology riches available to me. But, stepping out of that technology dream, I know there is another reality. At a recent town hall meeting about the topic of inflation with representatives from the Federal Reserve, a regular Joe had the temerity to quip that you can't eat an iPad. He was referring to

the Fed's apparent inability to comprehend what is happening to everyday folks who are not so much concerned about how technology is getting cheaper, but rather about how to pay for gas and food. This is the dichotomous world in which we now live and work.

In our jobs, we are talking about engagement with technology-enabled initiatives like VIVO that let our users profile other scholars and scientists and make connections based on shared interests. We are curating data sets and ingesting them into repository services. We are helping our researchers with National Institutes of Health (NIH) and National Science Foundation (NSF) mandates and pushing news of our latest licensed resources to our users via Twitter. We are looking for what's next *after* Twitter, and we are hiring amazing young folks to fill positions like emerging technologies librarian. And yet, for those of us who work for state-supported institutions, the political climate is very chilly for public sector workers, and our states' budgets' capacity to support higher education constitute a looming crisis. I am not telling you anything you do not know or cannot hear on National Public Radio (NPR). Note, I didn't say read in the newspaper!

The collection management folks at the University of Colorado Health Sciences Library where I am director advise me that for the coming year the anticipated rate of inflation for our collection now stands at 7.9%. And the best I can hope for is a flat budget, unless wearing my development hat I am able to raise additional revenue. But if things seem challenging for academic health sciences libraries like the one I have the honor to serve, then consider what is happening with hospital libraries across the nation. I cannot recall a time when employment seemed so precarious for so many of us in the association, with so much pressure on us to justify our roles and contributions. Our own association has had to face this reality. There are a few friendly faces from among former headquarters staff missing at this meeting. And, despite this introduction, I am really, truly an optimist! So, what are we to do at this time of extremes and dichotomies, of competing agendas, and of sometimes seemingly irreconcilable differences?

To prepare for today, I looked at previous inaugural speeches, and really, they were all terrific. Some folks talked about their personal career tracks, but most everyone talked about the priorities they had identified for the coming year. This morning, I am not going to talk much about myself or my career path. The July issue of the *Journal of the Medical Library Association* (JMLA) will have a "President's Page" article with a summary, for those who are interested. Today, I want to say a few words about my priorities and encourage you to follow up with me when you see me during this meeting and afterward. Please ask me questions and make suggestions. But, mostly I want to use this opportunity that I never imagined having, and the brief time I have here and now, to raise a number of questions that I think we need to keep in the back of our minds as we do our good work as health

information professionals and within the context of this association.

In the background, I have sequenced some baseball images drawn from the Library of Congress's Flickr photostream. Scholars of the game will recognize the Polo Grounds in New York, Mrs. Genevieve Ebbets, and famous ballplayers from the early twentieth century like Evers and McGraw. Everyone will hopefully see faces of determination, strength, and gumption. In a nutshell, that is the *dénouement* of my presentation today. I want to encourage you to be a "Gamechanger," and I want to remind us of the value of being a clutch player in these dichotomous times.

I arrived at the notion of "Gamechanger" as a theme for my priorities and presidential term not so much because I am crazy about baseball, but because the concept embraces the dichotomous times in which we live and work. Here I am using the phrase "Gamechanger" to describe an incident, emerging issue, or circumstance that changes the way we have been doing things. As the association of the most visible, valued, and trusted health information experts, MLA and its members are at a critical juncture. Health care and insurance reform, the transitioning of health care delivery toward prevention services, the emergence of e-science, and the evolution of translational research are but a few of the gamechangers that we face in our work lives. And then there are broader societal pressures that are sure to impact us all as information workers, such as the national debt crisis, ongoing partisan battles over health care reform, the changing business plans and strategies of the vendors of scholarly communications, and the fiscal woes faced by many of our states. In nearly every environment and context in which we operate, ongoing transformational change is the norm, and I believe it is incumbent on us to perform beyond the expectations of even our most ardent supporters. The world in which we work as health information professionals demands now more than ever that we bring our "A game."

Last year at this time, our outstanding MLA President Ruth Holst, AHIP, FMLA, encouraged us to *rethink* our values and roles. My priorities for the coming year leverage the groundwork that she and Past President Connie Schardt, AHIP, FMLA, laid and are intended to launch us into the next logical phase, one of implementation. My priorities ask us to step up and become the agents of the change we wish to see, to become "Gamechangers." After all, we have the ability, the acumen, and the audacity.

My priorities challenge us to consider our association's and members' signature strengths and apply them strategically to what we know are critical priorities in the health information world in which we work. Starting with President Schardt, the association's leadership and members have made terrific progress in enhancing virtual access to the association's meetings; that work continued under President Holst's leadership and will be an area of ongoing interest and encouragement during my presidency. Ruth also directed us to consider how we assess and

measure our successes, and I am committed to continuing that work, particularly in coordination with our Association of Academic Health Sciences Libraries (AAHSL) friends.

The strategic priorities around which I will be asking MLA members to energize and engage during 2011/12 include:

- articulating and promoting best practices for supporting Clinical Translational Sciences Award (CTSA) initiatives;
- preparing the association for “succession planning” in light of the long-anticipated demographic changes to our profession, recognizing the impact that the “Great Recession” is having on our members;
- enhancing our readiness for engaging in the ongoing transition to a public health and prevention orientation in the delivery of health care services; and
- taking our signature education programming “game” to the next level by establishing an MLA Academy of Teaching Excellence, which will provide mentoring and leadership by our most exceptional and talented instructors and educators for our members who teach.

A couple of folks have asked me why I identified support for CTSA as a priority and suggested that this may not be a priority for hospital librarians. But, I do not agree. The locus for the CTSA’s leadership at the University of Colorado is at The Children’s Hospital, and the bioinformatics unit with which our library primarily engages in doing our CTSA-related work is also at Children’s. Our CTSA is a collaboration, and no one can afford to leave the hospital sector out of the mix.

The new MLA Translational Sciences Collaboration SIG is holding an organizational session at this meeting, and I encourage folks to get involved. If you want to know more about what is happening, please see Kristi Holmes, from Washington University’s Becker Library, Jonathan Eldredge, AHIP, from the University of New Mexico, or Adelaide Fletcher, AHIP, from University of Colorado. I believe all of them are here at our meeting. Addie is a young librarian with a nontraditional job. She telecommutes to Denver from Saratoga, Wyoming. In her job, she creates digital learning objects for the CTSA about things like health literacy and outreach to patients. Addie works in Wyoming in part because her spouse relocated to find work as a consequence of the ongoing Great Recession in which we are still enmeshed.

For many years, the association’s leadership has talked about our need to get ready for the wave of retirements that we anticipated would happen starting about now and through the next ten or so years. Well, for many association members, retirement is not the option we once thought it might be. And, for some, retirement might never really be a viable option. Not to get all gloomy once again, but how will succession planning look for the members of this association when folks are not retiring at the rate once assumed, and when the job market continues to shrink? What *is* the job market for newly minted

librarians? For middle managers looking for the next challenge? For folks like Addie who need to relocate and want to stay involved and employed?

Throughout all of these sorts of transitions, I ask, how can MLA help its members? I will be asking the board to start discussing these issues and thinking about how we can engage the membership in discussions about succession planning in light of unanticipated economic realities.

Engagement and staying current are hallmarks of our professional personae. And so I know that every one of us here has more than passing familiarity with the shifts that are now occurring in health care delivery, affordability, and effectiveness research. For those who have advocated evidence-based health care, our time is now. And for those of us with an interest in population-based health and how to turn evidence into action for the greatest numbers of people, again, now is our time.

What can we do to help our parent institutions thrive through the transitions now underway, as new economic models for serving the health care needs of the nation emerge and are operationalized? How can MLA play a role in that engagement? I am particularly interested to know how our chapters can help us rethink, to reference Ruth’s priority, these transitions in health care, recognizing that change is likely to occur first at the local and regional levels with the national mandate that states establish health exchanges by 2014.

One of MLA’s signature strengths is its comprehensive program of continuing education. Whether at a chapter meeting, a national gathering such as MLA ’11 in Minneapolis, or online via the web, association members have access to one of the most talented pools of instructors to be found in any professional area. How do we sustain our signature strength and plan for ongoing excellence in our teaching and learning missions? I suggest that it is time to apply the best that we know about succession planning and mentorship to develop the next generation of MLA instructors. To that end, I am proposing that the association consider what many schools of medicine have been working on over the past decade and longer. I propose that MLA investigate what it would take to establish an Academy of Teaching Excellence. Such an academy would bring together our most accomplished and eager instructors and provide a community of practice to encourage excellence in understanding and applying the fundamentals of adult learning and instructional innovation. The goal will be to bring together expert teachers and let them learn together.

Past MLA leaders have used this podium and this speech to inspire the membership to action. I hope the priorities I have outlined here inspire you and that you find them relevant. Implementing, experimenting with new models, and getting things done need to be first and foremost on our minds if we are to retain our position as the most visible, trusted, and valued health information professionals. But, before I close, I want to also talk about why you are here today. What

motivated you to travel to Minneapolis for this meeting? What inspires you to be a member of this association, and what will inspire you to pay the dues increase? What do you wish to accomplish through MLA that you could not do otherwise?

The answers to these questions cannot be taken for granted. Everyone, including headquarters staff, our Board of Directors, our committee and task force chairs, our representatives to allied organizations, and all of our members—all of us need to think hard about the returns on investment that we experience by engaging in this association, both the tangible and the intangible. What are we doing as an association that is helpful and productive to the membership? What are we doing now that does not relate to MLA's core mission and we can therefore consider no longer doing? What sacred cows are we sustaining at a negative cost to services that matter most, to most members? We are having these sorts of conversations back at our libraries. We certainly are having these conversations in Denver. So, why not among the members of the association?

We live in a highly distracted world, largely due to the wonderful technologies we embrace, like my Precious Droid 2. Speaking as a Myers-Briggs Extraverted iNtuitive Feeling Perceiving (ENFP), it is easy to become obsessed by bright and shiny objects before us—here I am thinking about how much time I have spent playing *Angry Birds*. But for those of us engaged here and now, undistracted, my question to you is, what motivates you to be a member and what inspires you to volunteer for MLA? For that indeed is what we all are here—volunteers. We are members by an intentional act of commitment. What does that act mean to you, and what does it cost you?

During the rest of our meeting and beyond, I ask that you consider and put membership in this organization into perspective. Talk to your colleagues about what motivates and inspires you here at this meeting and in the profession. Think about how you are needed by your peers—the folks in this room and those back at work. And, after you have considered all these questions that I am suggesting, make sure to talk to me, to the members of the board, and to headquarters staff. Tell us what you think. Just don't text or tweet me; I'm old school and still use email!

So many of the photos that have scrolled across the screen this morning are of what students of baseball would call clutch players. They were dependable in difficult situations. But they definitely were not luddites. They were innovative and enterprising. Evers, the player depicted on the single green baseball card among the images projected, "invented" the double play with his partners Tinker and Chance. These clutch players were also gamechangers, inventing a national pastime and along the way helping to define character for a nation in a new century.

At every annual MLA meeting, we revisit and remind ourselves of what inspires us, why we care about our work, and what we wish to achieve. My hope is that to this mix you will also think about what it means to be a clutch player for your library, for your

users, and for our association. So, those are the priorities I am suggesting for the association, and these are my words of encouragement this morning. I look forward to our hallway conversations and hearing your thoughts about what it takes, and what it means, to be a clutch player! Thanks, friends!

Next President Perry invited Michelle Kraft, AHIP, and Teresa Knott, AHIP, cochairs of the 2012 National Program Committee (NPC), to give the official thank you to the 2011 annual meeting.

Michelle Kraft, AHIP: So Teresa, hasn't this been an incredible meeting? I'm rethinking everything.

Teresa Knott, AHIP: Me, too. Minneapolis has been a wonderful place to relearn. My biggest challenge right now will be switching gears from Star Wars to Starbucks. I thought I'd practice with a resolution. What do you think?

Michelle Kraft: I agree.

Teresa Knott: *Whereas*, the 2011 National Program Committee created an outstanding program for the 111th meeting of the Medical Library Association, allowing us to successfully rethink our place in the profession; and...

Michelle Kraft: *Whereas*, the Local Assistance Committee has provided MLA members with everything we need to know about activities, restaurants, and navigating the skyways in Minneapolis to be able to return home without leaving a trail of bread crumbs; and...

Teresa Knott: *Whereas*, the medical librarians and the people of Minneapolis—where all the women are strong, the men are good looking, and the children are above average—have welcomed us; and...

Michelle Kraft: *Whereas*, the MLA headquarters staff and professional planners have toiled long and hard to plan and facilitate a most excellent annual meeting of the Medical Library Association;

Teresa Knott: *Therefore*, be it resolved, that the membership of the Medical Library Association extends its profound appreciation and gratitude to the 2011 National Program Committee, the Local Assistance Committee, the medical librarians and people of Minneapolis, and the MLA headquarters staff for their outstanding efforts, and for leaving us rethinking health sciences librarianship.

After applause, the membership adopted the motion by acclamation.

President Perry thanked members for shopping at the MLA scholarship booth, purchasing raffle tickets, and supporting the MLA scholarship program. The winners of the MLA scholarship booth raffles were announced.

Next, Teresa Knott and Michelle Kraft, cochairs of the 2012 National Program Committee, along with Nikki Dettmar and Lisa Oberg, Local Assistance Committee cochairs, invited members to attend the 112th Annual Meeting of the Medical Library Association to be held in Seattle, Washington, in 2012. They proceeded to highlight attractions in the host city and urged members to attend next year's meeting.

At the conclusion of the invitation, President Perry recognized Cynthia Henderson, AHIP, 2011/12 secretary of the MLA Board of Directors, who moved to adjourn the meeting. The motion carried, and the second business session of the 111th annual meeting was officially adjourned.

SECTION PROGRAMMING 1-4

Section programs were presented in four different time slots: Sunday, May 15, 4:30 p.m.–6:00 p.m.; Monday, May 16, 10:30 a.m.–noon and 3:00 p.m.–4:30 p.m.; and Tuesday, May 17, 3:00 p.m.–4:30 p.m. Paper abstracts that were scheduled to be presented are available at www.mlanet.org/am/am2011/pdf/mla11_abstracts.pdf. The final version of the abstracts reflecting what was presented at the meeting is included as an online-only supplemental file to the January 2012 issue of the *Journal of the Medical Library Association (JMLA)*.

Presentations for the MLA Ignite session—a competitive opportunity to present on a new idea, technology, or program that did not exist when the call for proposals was issued—are not listed in either of those documents. Titles and presenters for the Ignite session on Sunday, May 15, 4:30 p.m.–6:00 p.m. are listed below.

Empowering Health Ministry Leaders

Judy F. Burnham, AHIP, Director, Biomedical Library, University of South Alabama–Mobile

Solo Hospital Librarian Road Show

Jessica Gunther, Librarian, Mayo Health System, Mankato, MN

Using Tag Clouds to Analyze Responses to Open-ended Survey Questions

Sarah K. McCord, AHIP, Head, Reference and Instructional Services, and Associate Professor, Henrietta DeBenedictus Library, Massachusetts College of Pharmacy and Health Sciences–Boston

Crowdsourcing Your Diagnosis

Sharon Leslie, AHIP, Public Services Librarian, University Library, Georgia State University–Atlanta

Clinical Use of iPads

Laura K. Cousineau, Assistant Director, Program Development and Resource Integration, MUSC Library, Medical University of South Carolina–Charleston

An Anytime, Anywhere Elective that Students and Administrators Love

Gale G. Hannigan, AHIP, Director, Informatics for Medical Education Librarian, Medical Sciences Library, Texas A&M University–College Station

More than a Handful: Mobile Health Apps and Sites

Kelli Ham, Consumer Health and Technology Coordinator, National Network of Libraries of Medicine, Pacific Southwest Region, Biomedical Library, University of California–Los Angeles

WTF? (Worse than Failure): Rethinking Medical Librarianship

David A. Nolfi, AHIP, Health Sciences Librarian, Duquesne University, Pittsburgh, PA

P2P...University!

Amy Donahue, AHIP, Librarian, Resource Center Library, Aurora Medical Center Grafton, Grafton, WI

VIVO: Click...Search...Discover...Collaborate

Hannah F. Norton, AHIP, Reference and Liaison Librarian, Health Science Center Library, University of Florida–Gainesville

The Statistics Behind One Library's Changing Space Needs

Bart Ragon, Associate Director, Library Technology and Development; **Elaine Attridge**, Marketing and Communications Librarian; The Claude Moore Health Sciences Library, University of Virginia–Charlottesville

POSTER SESSIONS 1-3

Posters were presented in three different time slots: Sunday, May 15, from 2:00 p.m.–3:00 p.m., and Tuesday, May 17, from 1:00 p.m.–2:00 p.m. and from 2:00 p.m.–3:00 p.m. Poster abstracts that were scheduled to be presented are available at www.mlanet.org/am/am2011/pdf/mla11_abstracts.pdf. The final version of the abstracts, reflecting only those posters presented at the meeting, is included as an online-only supplemental file to the January 2012 issue of the *JMLA*. The actual posters are online in the Poster Trap application developed by Trapeze Media Solutions.

OTHER MEETINGS AND EVENTS

Pre-meeting activities

The MLA Board of Directors met on Thursday, May 12, and continued on Friday, May 13. The Credentialing Committee also met Friday, May 13. On Saturday, May 14, these MLA groups met: 2012 National Program Committee, the 2012 section program planners, Chapter Council, Nominating Committee, and Section Council. The NLM/AAHSL Leadership Fellows Program Leadership Institute took place that afternoon.

Sunday, May 15

On Sunday, May 15, these sections and SIGs met: African American Medical Librarians Alliance SIG,

Collection Development Section (executive board separately from the business meeting and 25th Anniversary Celebration), Consumer and Patient Health Information Section Executive Board, Department of Veterans Affairs Librarians SIG, Department of the US Army Medical Command Libraries SIG, Hospital Libraries Section (executive board separately from the business meeting and Connection Reception), International Cooperation Section, Medical Informatics Section, New Members SIG, Nursing and Allied Health Resources Section Executive Board, Pharmacy and Drug Information Section, Technical Services Section informal meeting with the OCLC SIG, and Translational Sciences Collaboration SIG. The chapter treasurers, Fellows of MLA, *Journal of the Medical Library Association* Editorial Board, MLA '13 Joint Section and Chapter Councils Task Force, and Professional Recruitment and Retention Committee met. The Research Section hosted the informal meeting, "Awards Judging Process Revealed." The National Network of Libraries of Medicine, Middle Atlantic Region (NN/LM MAR), held a meeting of its members, and EBSCO offered two informal meetings: "Publishing Biomedical Library Lunch and Learn" and later, "Maximizing Efficiency and Value in Collection Management and Discovery."

Monday, May 16

Monday, May 16, was a day for many MLA unit meetings: 2013 National Program Committee, Ad Hoc Committee for Advocating Scholarly Communications, Awards Committee, Emerging MLA Leaders Task Force, Governmental Relations Committee, section continuing education chairs, and the Technology Advisory Committee. The following sections and SIGs also met: Cancer Librarians Section; Complementary and Alternative Medicine SIG; Consumer and Patient Health Information Section; Corporate Information Services Section; Council of Osteopathic Librarians/Osteopathic Libraries SIG; Dental Section; Federal Libraries Section; History of the Health Sciences Section; Hospital Libraries Section Committees Meeting; Leadership and Management Section; Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG; Molecular Biology and Genomics SIG; Nursing and Allied Health Resources Section; Public Services Section; Relevant Issues Section; Research Section; Technical Services Section; Veterinary Medical Libraries Section; and Vision Sciences SIG. There were also meetings of the Mid-Atlantic Chapter/MLA 2011 Annual Meeting Planning Committee and the Southern Chapter Executive Board. Informal meetings included the Cochrane Library, EFTS Update Session, and EOS Seminar.

Tuesday, May 17

On Tuesday, all types of MLA groups met: Bylaws Committee, chapter continuing education chairs, Joint MLA/AAHSL Ad Hoc Metrics Task Force, Joseph Leiter NLM/MLA Lectureship Committee, Librarians

without Borders® Advisory Committee, Donald A. B. Lindberg Research Fellowship Jury, Membership Committee, and section treasurers. These sections and SIGs met: Chiropractic Libraries Section, Clinical Librarians and Evidence-Based Health Care SIG, Educational Media and Technologies Section, Health Association Libraries Section, Informationist SIG, Institutional Animal Care and Use SIG, Libraries in Curriculum SIG, Medical Library Education Section, Outreach SIG, Public Health/Health Administration Section, Retired Librarians SIG, and Veterinary Medical Libraries Section for an informal meeting on benchmarking and a special program on raptors. Informal sessions included meetings of the VA Library Network (VALNET), the DOCLINE User Group, and a BIOBASE Electronic Resources session.

Wednesday, May 18

In the morning, the 2012 section program planners, Continuing Education Committee, Grants and Scholarships Committee, and the Oral History Committee met. After the close of the meeting, the MLA Board of Directors met and the Continuing Education Committee held their second meeting.

OPEN FORUMS

Five open forums were held concurrently on Monday, May 16, from 2:00 p.m.–3:00 p.m. The open forums included:

Changing Face of Scholarly Communications

Karen Albert, AHIP, chair, Ad Hoc Committee for Advocating Scholarly Communications, and senior director for education and information, Paul J. Gutman Library, Philadelphia University, Philadelphia, PA, welcomed attendees, introduced members, and spoke briefly about the 2010 Committee Survey and the future of the committee. David Gillikin, chief, Bibliographic Services, National Library of Medicine, provided an update on National Institutes of Health (NIH) public access policy compliance and talked about the difference between public access and open access, the increasing number of MEDLINE journals that are moving to online access only, and NLM indexing changes.

Jean Shipman, AHIP, FMLA, director, Eccles Health Sciences Library, University of Utah–Salt Lake City, spoke on new roles for advanced academic libraries, including the library as publisher and curator of open research data. Leslie Czechowski, assistant director, Collections and Technical Services, Falk Library, University of Pittsburgh, addressed e-books and associated scholarly communications issues such as licensing, subscription packages, pricing models, and what publishers can do to help librarians with the e-book purchase/acquisitions process. Mary Fran Prottsman, AHIP, associate director, Norris Medical Library, University of Southern California–Los Angeles, introduced significant issues for hospital

libraries, especially in the area of library/vendor cooperation. Attendees were asked to share feedback about future needs, issues, and MLA activities in the scholarly communications area.

Library Solutions to Tracking Scholarly Publications

Melissa Rethlefsen, AHIP, education technology librarian, Mayo Clinic Libraries, Rochester, MN, moderated the open forum that included the following presentations publicly available on SlideShare. First, Marlene Englander, AHIP, medical librarian, Alumni Library, Cleveland Clinic, Cleveland, OH, spoke on the Cleveland Clinic Author Database, followed by Marie Ascher, associate director, User Support, Education and Research, Health Sciences Library, New York Medical College–Valhalla, presenting on the New York Medical College Faculty Author Bibliography. Jonquil Feldman, AHIP, associate director for public services, Briscoe Library, University of Texas Health Science Center–San Antonio, spoke about SciVal® Experts. Returning to faculty databases, Layne Johnson, translational science information specialist, Health Sciences Library, University of Minnesota–Minneapolis, shared University of Minnesota Profiles Faculty Publications, and Stuart Spore, associate director for systems and interim association director for technical services, Ehrman Medical Library, New York University–New York, discussed the New York University School of Medicine Faculty Bibliography. Wrapping up was Dottie Hawthorne, AHIP, outreach librarian, Mayo Clinic Libraries, Mayo Clinic, Rochester, MN, on the Mayo Authors Database: Tracking Scholarly Publications with MS Access and MySQL.

MegaMeeting Instruction

MLA staff members Kate Corcoran and Debra Cavanaugh presented an overview of MLA's video meeting and presentation software to about twenty attendees. Ms. Corcoran and Ms. Cavanaugh provided examples of past users, including the MLA Board of Directors and MLA committees for virtual meetings (for significant cost savings and to move projects along), as well as a section (to allow those not attending an annual meeting to attend a section's business meeting) and chapter (for both online continuing education [CE] presentations and business meetings).

MLA has also used the software for its annual meeting CE program, offering one course at MLA '10 and three courses at MLA '11 to remote users. Ms. Corcoran also presented an overview, with Ms. Cavanaugh providing a simultaneous live online demonstration, of the various MegaMeeting tools available to users and of the benefits and options available to MLA units. More information on using MLA's virtual meeting services, on pricing, or on reservations for use are available in the MLANET members area or by contacting Ms. Corcoran at MLA.

MLA Membership Dues

Treasurer Jane Blumenthal, AHIP, reported out from the open forum at MLA Business Meeting II. A summary of the open forum can be read in that section of the proceedings.

Rising Stars

Carol Jenkins, AHIP, FMLA, Carolyn Lipscomb, AHIP, and Rikke Ogawa, AHIP, coordinated the presentations of the panel of four Rising Stars and task force Chair Jenkins. All four projects initially suggested by the MLA Board were presented: Robert Johnson, mentored by Rikke Ogawa, AHIP, participated in planning section programming for this annual meeting. Emily Hurst and her mentor, Connie Schardt, AHIP, FMLA, worked on evaluating the Center of Research and Education (CORE) Toolbox and how to make it a more valuable member resource. They plan to make recommendations to the MLA Board in October. Rex Robison worked with mentor Julia Kochi to examine MLA's hospital library benchmarking activities and recommend ways to use the data more effectively. Dr. Robison has been appointed as a member of the new MLA/AAHSL Ad Hoc Metrics Task Force, to which he will report his findings. Karen Hanus, AHIP, had been active in leadership roles at the state and chapter levels but not nationally. She worked with mentor Julia Shaw-Kokot, AHIP, on developing a communications plan for Chapter Council. She studied several new media, evaluated various communication vehicles, and learned about association structures and needs. She presented her plan to the council, and it was accepted at this meeting.

A recurring theme was the value of having "fresh eyes" looking at MLA activities begun by others. A suggestion for improving the program was to create more opportunities for communication among the cohort during the year. Ms. Jenkins summarized next steps for the Emerging MLA Leaders Program. This summer, there will be a call for interested host units of MLA, who will apply by proposing a project and a mentor. Individuals can apply to be Rising Stars if they are interested in MLA leadership, have not yet held national office or roles, and have participated at regional or local levels in professional library organizations. The second class will begin in early 2012 and launch officially at MLA '12.

NATIONAL LIBRARY OF MEDICINE UPDATE

Donald A. B. Lindberg, director of the National Library of Medicine (NLM), began the NLM Update, which took place Tuesday, May 17, from 10:30 a.m.–11:30 a.m. Dr. Lindberg brought users up-to-date on some of the library programs as well as future plans; Betsy L. Humphreys, AHIP, FMLA, deputy director, gave an update on the UMLS and PubMed Health; and Sheldon Kotzin, FMLA, associate director for library operations, gave an update on NLM Library

Operations activities, as well as selected activities in other NLM divisions. A recording of the NLM Update is available on MLANET. Ms. Humphreys' and Mr. Kotzin's presentations, and other NLM presentations from MLA '11, are on the NLM website.

LEGISLATIVE UPDATE

The Legislative Update took place Tuesday, May 17, from 1:00 p.m.–2:00 p.m. Betsy L. Humphreys, AHIP, FMLA, deputy director, National Library of Medicine (NLM), was the invited speaker, and Donna Timm, AHIP, chair, MLA Governmental Relations Committee (GRC), moderated the program. Ms. Humphreys gave an update on Fiscal Year (FY) 2010 and FY 2011 funding for the National Institutes of Health (NIH) and NLM and addressed federal efforts to expand the NIH public access policy to other federal agencies.

OTHER SPECIAL EVENTS AND RECEPTIONS

Saturday, May 14:

- Leaders' Orientation, 3:00 p.m.–5:00 p.m.
- Welcome Reception and Opening of Hall of Exhibits, 5:30 p.m.–7:30 p.m.

Sunday, May 15:

- Majors 23rd Annual Walk for Fun, 6:30 a.m.–7:30 a.m.
- New Members and First-time Attendees Breakfast and Program, 7:00 a.m.–9:00 a.m.
- Chapter Council Presents Sharing Roundtables Luncheon, noon–2:00 p.m.
- International Visitors Reception, 6:00 p.m.–7:00 p.m.
- Library School Reunion, 6:00 p.m.–7:00 p.m.

Monday, May 16:

Nothing scheduled

Tuesday, May 17:

- Tweet-up in the Bar, 6:00 p.m.
- MLA/Friends of the National Library of Medicine Reception, 7:00 p.m.–10:00 p.m.

SUNRISE SEMINARS

Exhibitors held Sunrise Seminars to provide information and introduce new products and services. These were:

Sunday, May 15, 7:00 a.m.–8:15 a.m.

- Computerized Provider Order Entry (CPOE), Order Sets, Meaningful Use: How Libraries Fit In (EBSCO)
- Patient Education Solutions Overview (Krames StayWell)
- New Tools for Evidence-Based Answers on Over 75,000 Natural Products and Integrative Therapies (Natural Medicines Comprehensive Database)
- Ovid Sunrise Seminar (Wolters Kluwer Health)

Monday, May 16, 7:00 a.m.–8:15 a.m.

- Improve Patient Outcomes with Evidence-Based Nursing and Allied Health Resources (EBSCO)
- Patient Education Solutions Overview (Krames StayWell)

- NLM Online Users' Meeting (National Library of Medicine)
- Ovid Sunrise Seminar (Wolters Kluwer Health)
Tuesday, May 17, 7:00 a.m.–8:15 a.m.
- American Psychological Association's Sunrise Seminar
- For Librarians: Teaching Evidence-Based Medicine with JAMAevidence (McGraw-Hill)
- The R2 Digital Library from Rittenhouse Book Distributors
- Evidence-Based Health Care Insider View (Wiley-Blackwell)

TECHNOLOGY SHOWCASES

Sixteen Technology Showcases were held Sunday through Tuesday. These were:

- 2011 Oxford Journals Medicine Collection and Archive (Oxford University Press), May 15, 12:30 p.m.–1:00 p.m.
- PAEasy: The Best Study Aid for the PANCE and PANRE (McGraw-Hill), May 15, 1:30 p.m.–2:00 p.m.
- AccessPediatrics: Spanning the Study and Practice of Pediatrics (McGraw-Hill), May 15, 2:30 p.m.–3:00 p.m.
- Nursing Reference Center: What's New (EBSCO), May 15, 3:30 p.m.–4:00 p.m.
- Embase: Evidence-Based Medicine Support for Medical Librarians (Elsevier), May 15, 4:30 p.m.–5:00 p.m.
- Institutional Repositories: Enhanced Visibility for Medical Schools (Berkeley Electronic Press), May 16, 10:30 a.m.–11:00 a.m.
- DynaMed: What's New (EBSCO), May 16, 11:30 a.m.–noon
- Cloud 2 Healthcare Database Technologies and Evolution (STAT!Ref), May 16, 1:30 p.m.–2:00 p.m.
- The All New Faculty of 1000 (F1000), May 16, 2:30 p.m.–3:00 p.m.
- CINAHL with Full Text and MEDLINE with Full Text (EBSCO), May 16, 3:30 p.m.–4:00 p.m.
- Patient Education Reference Center (EBSCO), May 16, 4:30 p.m.–5:00 p.m.
- Rehabilitation Reference Center (EBSCO), May 17, 10:30 a.m.–11:00 a.m.
- Introducing Best Practice (BMJ Group), May 17, 11:30 a.m.–noon
- EndNote Bibliographic Update (Thomson Reuters), May 17, 12:30 p.m.–1:00 p.m.
- Electronic Patient Education and Workflow (Krames StayWell), May 17, 1:30 p.m.–2:00 p.m.
- New Online Medical Resources (Oxford University Press), May 17, 2:30 p.m.–3:00 p.m.

CONTINUING EDUCATION COURSES

The 2010/11 Continuing Education Committee offered the following courses to 406 attendees on May 13, 14, and 18, 2011: Three courses were hosted by MLA as eLearning opportunities during MLA '11. MLA members not able to attend the meeting were able to participate in live web-based versions of these

courses (Friday, CE305; Saturday, CE 203; Wednesday, CE704).

Friday, May 13

CE500, The Medical Library's Role in E-science and Data Sharing; **Instructor:** Layne Johnson, translational science information specialist, Health Sciences Libraries; Institute for Health Informatics-library fellow; and associate director, Graduate Studies, Health Informatics, University of Minnesota–Minneapolis

CE600, Rapid Web-based Course Development: A Hands-on Workshop; **Instructor:** Jan Buhmann, manager, Learning Technologies and Clinical Education, PeaceHealth Oregon Region–Eugene

CE300, Walking in Nurse's Shoes: Info Needs from Novice to Expert; **Instructor:** Pamela Sherwill-Navarro, AHIP, librarian, Library, Remington College of Nursing, Lake Mary, FL; Margaret (Peg) Allen, AHIP, FMLA, library and information consultant, Health Knowledge Consultants, Stratford, WI; Joy Kennedy, librarian, Health Resources Library, Northwest Community Healthcare, Arlington Heights, IL; and Kathy Fatkin, AHIP, medical librarian and Researcher, Medical Library, Eastern Idaho Regional Medical Center–Idaho Falls

CE301, Diagnostic Error and Patient Safety: Team Up and Tackle It; **Instructor:** Elaine Alligood, informationist, VA Technology Assessment Program (11T), VA PCS Field Program, Boston, MA; Lorri Zipperer, cybrarian, Zipperer Project Management, Albuquerque, NM; Linda C. Williams, VA National Center for Patient Safety, Ann Arbor, MI; and Barbara Bowers Jones, library advocacy liaison, J. Otto Lottes Health Sciences Library, University of Missouri–Columbia

CE400, Understanding Usage Statistics and Using Them as a Decision-Making Tool; **Instructor:** Nisa Bakkalbasi, director, Planning and Assessment, Libraries and Educational Technologies, Carrier Library, James Madison University, Harrisonburg, VA

CE501, Rethinking Connections with Our Users: Incorporating Mobile Devices into Library Services; **Instructor:** Maureen (Molly) Knapp, AHIP, reference librarian, John P. Isché Library, Louisiana State University Health Sciences Center–New Orleans, and Jodi Philbrick, assistant director, Houston Program, and course coordinator, Health Informatics Program, Department of Library and Information Sciences, University of North Texas–Denton

CE502, Electronic Resources Management Systems (ERMS) 101; **Instructor:** Angela Riggio, interim head, and Bonnie Tijerina, digital collections services librarian, Scholarly Communication and Licensing, UCLA Library, University of California–Los Angeles

Saturday, May 14

CE401, Medical Subject Headings (MeSH) for Searchers; **Instructor:** E. Diane Johnson, AHIP, assistant director, Information Services and Resources, J. Otto Lottes Health Sciences Library, University of Missouri–Columbia

CE101, Copyright for Health Sciences Librarians; **Instructor:** Anne Gilliland, head, Health Sciences Copyright Management Office, Prior Health Sciences Library, Ohio State University–Columbus

CE200, Marketing as if Your Library Depended on It; **Instructor:** Pat Wagner, management consultant, Pattern Research, Denver CO

CE201, Behind Closed Doors: Politics in the Library; **Instructor:** Marty Magee, education liaison, National Network of Libraries of Medicine, MidContinental Region, McGoogan Library of Medicine, Nebraska Medical Center–Omaha, and Barbara Bowers Jones, library advocacy liaison, National Network of Libraries of Medicine, MidContinental Region, J. Otto Lottes Health Sciences Library, University of Missouri–Columbia

CE302, PubMed Rediscovered: Hidden Treasures in Searching; **Instructor:** Kay Deeney, AHIP, education coordinator, National Network of Libraries of Medicine, Pacific Southwest Region, Louise M. Darling Biomedical Library, Center for the Health Sciences, University of California–Los Angeles

CE304, The Canny Consumer: Resources for Consumer Health Decision Making; **Instructor:** Terri Ottosen, AHIP, consumer health outreach coordinator, National Network of Libraries of Medicine, Southeastern/Atlantic Region, Health Sciences and Human Services Library, University of Maryland–Baltimore

CE700, Finding Info in Numbers and Words: Data Analysis for Health Information Outreach; **Instructor:** Susan J. Barnes, assistant director, National Network of Libraries of Medicine Outreach Evaluation Resource Center, Health Sciences Library, University of Washington–Seattle, and Cynthia Olney, evaluation specialist, National Network of Libraries of Medicine Outreach Evaluation Resource Center, Atlanta, GA

CE701, Searching in Support of Systematic Reviews; **Instructor:** Janis Glover, AHIP, education services librarian, Cushing/Whitney Medical Library, Yale University, New Haven, CT, and Karen Odato, research and education librarian, Biomedical Libraries, Dartmouth College, Hanover, NH

CE102, Nurses, Magnet Designation, and Library Services; **Instructor:** Joy Kennedy, librarian, Health Resources Library, Northwest Community Healthcare, Arlington Heights, IL

CE202, Valuing Your Library: Needs Assessment, Program Development, Program Evaluation; **Instructor:** Cynthia Olney, evaluation specialist, National Network of Libraries of Medicine Outreach Evaluation Resource Center, Atlanta, GA, and Susan J. Barnes, assistant director, National Network of Libraries of Medicine Outreach Evaluation Resource Center, Health Sciences Library, University of Washington–Seattle

CE702, Forging a Path for Translational Science Support at Your Institution: A Roadmap for Success; **Instructor:** Kristi Holmes, bioinformaticist, and Cathy Sarli, AHIP, scholarly communications specialist, Becker Medical Library, School of Medicine, Washington University, St. Louis, MO

Wednesday, May 18

CE306, Resources for Disaster Preparedness and Response; **Instructor:** Emily Morton-Owens, web services librarian, NYU Health Sciences Libraries, New York University–New York

CE602, Entry to the Genome World: Genome Browsers; **Instructor:** Medha Bhagwat, informationist and bioinformatics specialist, NIH Library, National Institutes of Health, Bethesda, MD

CE703, Evidence-based Medicine: Introduction to Study Design and Critical Appraisal; **Instructor:** Connie Schardt, AHIP, FMLA, associate director, Public Services, Medical Center Library, Duke University, Durham, NC

RESOURCES AND SERVICES

The Hospitality Center staffed by the 2011 Local Assistance Committee and meeting personnel provided maps and restaurant and activity recommendations. The Information Desk, part of the Registration Center, was a place to leave messages for MLA staff, the Board of Directors, or colleagues in addition to the Message Center board and to see the poster display of award recipients. The Internet Café, sponsored by Elsevier, was available on the lower level lobby 24 hours per day from Saturday, May 14–Wednesday, May 18. The Job Placement Center was open Sunday, May 15–Wednesday, May 18. Next door was the Member Resource Room that provided

copying, computers, and printing for association business. Meeting information was shared via the Conference Community, which aggregated multiple communication streams, including the MLA '11 Blog.

The MLA Connections Booth and Scholarship Booth/MLA Store brought MLA staff and member volunteers together, Saturday, May 14–Tuesday, May 17. The Scholarship Booth/MLA Store was the place for author signings from the MLA Publishing program and unique gifts to benefit the grants and scholarships program. Section Council and Chapter Council displayed section and chapter membership information and program information. Booths for MLA '12 and the International Congress on Medical Librarianship (ICML) '13 were located in the MLA Registration Center. The Hall of Exhibits was open Saturday, May 14–Tuesday, May 17.

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